



Annual Report 2024-2025

Your award-winning Business Improvement District, recognised nationally with the goal of supporting and facilitating your success.



Canterbury is an award-winning BID...

...and proud member of



The impact of your BID

Canterbury BID is dedicated to supporting the city's business community. We're focused on improving the trading environment and playing our part to solve the city's challenges and to encourage locals and visitors to make the most of our beautiful city and its fantastic culture, heritage and amazing shops, restaurants, pubs and so much more.

Business Improvement Districts are independent, business-led, not-for-profit initiatives that agree by ballot every five years to pay an extra levy to fund activities and services that will improve the trading environment. Canterbury BID was voted for by the businesses of Canterbury in July 2014, July 2019 and again in July 2024 for another five-year term.

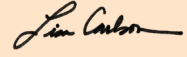
There are over 340 BIDs in the UK, including three in Kent (Canterbury was the first), investing over £154 million every year, giving business an independent voice and investing in business-led initiatives.

Our **VISION** is for Canterbury to realise its full potential as an award winning, vibrant and desirable destination, setting the example that other cities want to follow.

We will do everything we can to make Canterbury a thriving place for business. This report provides a quick snapshot of activity over the last year. You can find out more on our website and by signing up to the weekly eNews for the latest information.



Paul Turner
Chair, Canterbury BID and
Chief Operating Officer of
The Marlowe Theatre



Lisa Carlson
CEO, Canterbury BID

A snapshot of 2024-25

The projects, activities and priorities for Canterbury BID are set out in the Business Plan, which was developed in consultation with businesses and organisations in the city, and is overseen by the Board of Directors who all represent the business community in the city.



Raised over £200k on top of the levy through

sponsorship, commercial income, grants and voluntary membership – the highest amount to date.

Visit Canterbury reached over 4 million impressions with campaigns targeting digital platforms, with visitors, students, locals and new businesses, offering free event and business listings.

Relaunched **the shop and pub watch** radio and intelligence sharing scheme and launched a **new BID Street Team**.

Supported licensees and businesses operating in the night time economy

with **Zero Tolerance training** and **Best Bar None** accreditation, with 34 staff trained and 33 businesses accredited.



Delivered a 6-week national **Christmas marketing campaign** that reached **27 million** impressions.

Medieval Pageant and Family Trail

10th anniversary celebrated Chaucer with a bumper parade and extended trail to encourage dwell time.



Produced and circulated 38,000 seasonal city guides, 8,000 shopping maps and 4,045 **MyCanterbury Local**

2024-2025 Financial Report

■ Budget
■ Projected

Income

Levy	£512,816	£502,114
Other Income (MyCanterbury / City Watch)	£55,888	£49,188
Visit Canterbury	£33,000	£43,570
Voluntary Membership	£32,000	£32,321
Sponsorship	£25,000	£31,387
Service Level Agreement (CCC)	£19,000	£19,000
Grants	£15,650	£22,712
Total*	£693,354	£700,291

Expenditure

Promote Canterbury	£231,018	£230,878
Support Businesses	£84,797	£78,610
Enhance the Experience	£301,479	£302,048
Levy collection costs	£11,200	£11,200
Management & Overhead	£129,541	£129,533
Total*	£758,035	£752,269

This year's highlights

Integrated **Canterbury City Watch** into the BID (radio and intelligence sharing scheme) and launched a new Street Team to provide more on the ground business support – the scheme now has **198 members** and continues to grow, with a **177% increase in reporting** since April.

Attracted **30,000+ visitors** to Canterbury through BID-run events (10th anniversary Medieval Pageant, Christmas Light Parade, Student Shopping Festival, Halloween) and **sponsored 7 more** to help drive footfall and spend.

Ringfenced **£230,000** for the 132 participating businesses through the Canterbury Gift Card Scheme since its inception.

Supported the inward investment project, **Choose Canterbury**, to encourage businesses to open here, including a property portal and recent case studies.

Promoted Canterbury through BID run platforms **Visit Canterbury** and **MyCanterbury**.



Offers Cards (up 278%!).

Increased **Christmas Light Parade** audience from 5,000 to 10,000 attendees, with largest parade to date.

Created a **Christmas Window Trail** featuring Bagpuss and the Canterbury Bears involving 40+ businesses.

Sponsored events that encourage footfall and dwell time in the city centre including Pride Canterbury, Shakespeare Festival, Canterbury Festival and more.



Expanded City Animation Programme In addition to extended Christmas lights,

floral displays, city-wide bunting, lamp post banners and window vinyls, we have installed new festoon lighting.

Provided **wayfinding, digital marketing and event support** across the quarters.

Delivered 2 weeks of **youth engagement activities for 11-18 year olds** returning to school, working with 17 different local partners.

Supported and promoted **Spooky Saturday** across the district highlighting activities in the King's Mile, Castle Quarter, The Beany and Whitefriars along with hosting city centre story-telling sessions, a Ghostbusters Car and a Zombie Run at Riverside.



*Notes

- An explanation of how the levy is calculated (the "Levy Rules") is available on the BID website.
- The BID's Reserves Policy means that any surplus from the previous financial year will be invested in the next financial year. This is usually due to cost savings or projects that have been extended into the next financial year. There was a small surplus from the previous financial year, hence the deficit budget for the current financial year.
- The financial year ends on 30 September 2025. These are projections for the final quarter and all subject to confirmation in the year-end accounts which are published in full on Companies House.

8 ways to get maximum value from your BID levy:

- 1 Sign up to our **e-newsletter**.
- 2 Join our monthly business **networking**.
- 3 Contact our **Street Team** for information and support.
- 4 Join **City Watch**, our shop and pub watch scheme.
- 5 Follow us on **social media** and tag us in your posts.
- 6 Head to **Visit Canterbury** to list your business or event.
- 7 Get involved with **marketing campaigns** (Medieval Pageant, Student Welcome, Halloween, Christmas and more).
- 8 **Send us content** for our weekly MyCanterbury and BID eNewsletters.

BID Board Directors

Canterbury BID is operated by a BID team led by a voluntary Board of Directors, representing the business and organisations who operate in the city, plus observers from Kent Police, the local authority and resident groups.



Paul Turner
Chair (Interim) –
The Marlowe Theatre



Dhvani Patel
KPGP Services



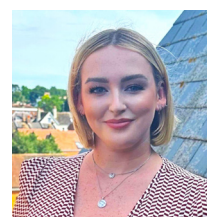
Andrew Dodd
Canterbury Cathedral



Bill Hicks
Canterbury City Council



Blake McCaskill
Republic Events



Claire Bogan
Fenwick



Clare Millett
Westgate Hall



David Lewis
Café des Amis / Café du
Soleil



Gemma Purt
Girling's Solicitors



James Clague
The Latchmere House
Partnership



Jonathan Brothwell
Pybus Opticians



Jon Mills
The Foundry Brew Pub



Melissa Browne
University of Kent



Mark Stuart
Whitefriars and the
Riverside



Mike Weed
Canterbury Christ Church
University



Philip Collins
Oliver Bonas



Rachel Sanders
BoConcept



Steven Flower
Steven James Hairdressing



Zoe Rodda
Lily's Social Kitchen CIC



Kent Police
Observer



Hilary Brian
Observer



David Kemsley
Observer

With sincere thanks to outgoing directors **Dan Grimwood, David Lilford**
and **Karl Elliott** for over 10 years' service to Canterbury BID!

For questions about your levy bill:

Contact Canterbury City Council on **01227 862 316** or **862 326**
(they are the collection agent and can answer all questions about levy collection).

To sign up for paperless billing: Visit canterbury.gov.uk/paperlessbidbill

Find out more about Canterbury BID projects
on 01227 787 055 or enquiries@canterburybid.co.uk

canterburybid.co.uk