



# The **Business Plan**



Canterbury  
Connected

BUSINESS IMPROVEMENT DISTRICT

# Together we can shape the city.

With an investment of over **£2.5 million** to shape the future of Canterbury.

Canterbury city centre is a significant location not just for the businesses that are based here but for the wider business community across East Kent and beyond. For a city of our size, we attract more visitors than anywhere else in the south east outside London, we are a centre of excellence for education and we are a hub (and home) for a wide range of businesses.

Canterbury city centre is a very important place for all of us.

But we all know that it needs investment: in marketing, in developing new festivals and events, in deep cleaning the streets and subways, in getting hanging baskets up in summer and Christmas lights back in winter and in working with our businesses to help them trade here profitably, employ more people and invest in the city. And we also know that money to do these things is no longer available from local or central government so as businesses, we have to 'step up to the plate' if we want them to happen.

As part of the Canterbury business community for the past 35 years I am proud to lead the shadow Business Improvement District (BID) Board and to help campaign for a BID in the city. I am passionate about Canterbury and believe that a BID is our best chance to do all the things that we know will make a real, positive difference to our city.

I know that for many of you the concept of a BID will be a new one so by way of summary I would simply tell you that assuming we vote 'yes' and work together, a total of over £2.5 million of ring-fenced funds will be raised over the next five years and ploughed back into Canterbury to make it an even better place for us all.

Our BID Mission Statement is:

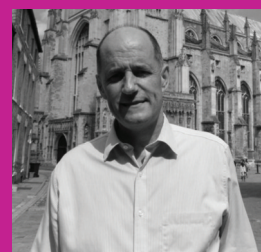
*"Canterbury will be a vibrant, exciting, well connected and successful business community; an attractive, green, safe and enjoyable destination for customers and clients, shoppers and staff, residents, students and visitors; a profitable place in which to do business."*

For me, that says it all.

*Clive Relf*

Clive Relf. BID Shadow Board Chairman. Tax Partner at Reeves

Vote **'yes'** and help shape the future of our great city.



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"I'm supporting the BID because I'm passionate about Canterbury and would like to help make the city even better. I feel that with the BID I can have some input."

Lynda Desmarais,  
Owner, Castle House Hotel

## Introduction

You have the opportunity to shape the city centre's future and your own business's continuing prosperity. All you need to do is vote YES to the creation of the Canterbury Connected Business Improvement District (BID), an innovative five-year plan - from October 2014 until September 2019 - which would generate over £2.5 million to be spent on improving the City. This is money raised by business for business.

This business plan sets out what a BID could do for Canterbury by:

Raising a levy on the rateable value (RV) of all businesses in the BID area

Setting up a Business led Board to manage the BID. It would be YOUR money and YOU would be in control of it. This is NOT a Council run body!

Investing your money in four key areas:

- **A Strong Brand:** marketing & events including The Canterbury Christmas lights
- **A Superb Destination:** cleaner, green, safer, more enjoyable
- **A Great Centre for Business:** decreasing costs, increasing profitability
- **A Connected City,** better for everyone

With more than 180 BIDs now operating nationally, this is a proven way to make positive changes to a city like ours.

Everything you need to know to make a decision is in this Business Plan but we are also keen to meet potential levy payers between now and the final date for the ballot, 17th July and will be visiting as many businesses as possible in the coming weeks to discuss the BID, address any concerns and talk about what a YES vote could mean for Canterbury.

Your **City**. Your **Business**. Vote **YES**.

The first BIDs were introduced in the UK in 2005 as part of a pilot scheme. Since then more than 180 BIDs have been established, providing £300 million of funding for their respective towns and cities.

# BID

## Business Improvement Districts explained

A Business Improvement District (BID) is a business-led, business-funded partnership, which undertakes to make improvements to a clearly defined geographical area, like Canterbury city centre. There are more than 180 BIDs nationally, including Brighton, Winchester, Guildford and Cambridge.

This Business Plan sets out businesses' priorities for improvements for the area as well as how the BID will be managed and operated. BIDs may carry out any projects or improvements that are additional to those already provided by the local authority which means that the funding cannot be pulled from services that are already provided in your business rates. BIDs establish baseline agreements with the local authorities and other statutory service providers on the current level of service provision in the area. These ensure that any services the BID provides are truly additional.

BIDs are funded by the businesses that benefit from them, and the money is ring fenced so that it can only be spent within the BID area on initiatives that have been agreed to in a formal business plan. The levy charged can be between 1 – 3%. In Canterbury's case the levy will be 1.5%. BIDs run for between 3 – 5 years. Canterbury BID will run for 5 years (98% of BIDs have a 5 year term).

Businesses vote on the establishment of a BID and for a BID ballot to be successful it must be won on two counts:

1. A straight majority by the number of those voting;
2. By a majority in the Rateable Value of those voting.

Once a ballot is successful the BID levy is mandatory for all eligible businesses (please see page 20 for eligibility). The BID levy is collected by the local authority, put into a ring-fenced account, and passed to the BID Company for use on the projects and services set out in the BID Business Plan.

“Canterbury already has a strong visitor offering. By local businesses working in partnership the city as a destination can only improve. The BID could generate funds that allows the city to communicate effectively to our target markets and to deliver an experience special to Canterbury.”

**Declan Kelly,**  
General Manager, ABode Canterbury

All BIDs are non-political and work only in the best interests of their levy payers.

Your

# BID

## Your city

This is your opportunity to invest over £2.5 million in Canterbury city centre over the next five years. Through the BID you can improve and take control of your trading environment with additional investment into these four key areas:

- **Strong Brand**
- **Superb Destination**
- **Great Centre for Business**
- **Connected City**

For details of the projects that will be delivered please see page 8.

## Your company

The BID will be managed by Canterbury City Partnership Community Interest Company (CCP, an independent not-for-profit company), and will be accountable to a 17-strong board of directors elected by you. The BID team will oversee the delivery of projects outlined in this business plan, and work in the best interests of business in Canterbury city centre. For details of the proposed BID board representation, please see page 15.

## Your money

The BID will be funded by a 1.5 per cent levy on each business in the defined area with a Rateable Value (RV) exceeding £1,700 (exceptions apply, see page 21). Collectively the total fund will generate additional revenue through voluntary contributions, commercial income, grants and sponsorships. For examples of how much this may cost your business please see page 21.

## Your decision

You will decide whether Canterbury becomes a Business Improvement District by voting in a BID ballot. If you want to promote Canterbury and see all the projects outlined in this business plan become a reality, you should ensure you vote **YES** on the ballot paper.

“I support the BID because I believe it will provide us with the means to improve Canterbury as a whole, attracting new visitors and creating a warm and welcoming atmosphere during their stay. As a connected business community we can potentially perform a wide range of tasks from cleaning graffiti to lowering our energy costs”.

Dan Grimwood,  
Owner, The Refectory Kitchen

Your

# Vote

Ballot papers will be sent to all eligible voters on **18 June 2014** and you will have until **17 July 2014** at 5pm to vote.

The postal ballot will be conducted by Canterbury City Council Electoral Services Department in line with The Business Improvement Districts (England) Regulations 2004.

For the ballot to be successful, it must meet the following conditions:

- More than 50 per cent of businesses that vote must vote **YES**.
- Of the businesses that vote, the **YES** votes must represent more than 50 per cent of the total RV of all votes cast.

If the BID ballot is successful, the BID levy will be mandatory for each business located in the BID area with a Rateable Value of over £1,700 for a five year period.

# How

will I benefit from the **BID**?

Canterbury is a city under pressure. It not only has the highest proportion of students to residents (1:1.4) in Europe but also the second highest number of visitors to residents (155:1). And whilst this generates year round footfall (which has helped Canterbury survive the recession better than most), and an enviable premises vacancy rate at below 6 per cent, it nonetheless places pressure on the city and its ability to manage the fabric and infrastructure. In other areas, BIDs have a tremendous track record of improving standards, making it a better place to visit and a better place in which to do business.

We now have the opportunity to take control of our trading environment and offer visitors, customers and clients something really special.

After months of consultation, here are the four initiatives you told us you want to see delivered. If you vote YES to a Business Improvement District, you can make these exciting initiatives a reality for Canterbury city centre.

## Superb Destination

- Provide additional cleaning services
- Improve the subways
- Provide floral displays
- Invest in a safer city
- Support the evening/late night economy
- BID Ambassadors



# Strong Brand

- Promote Canterbury
- Deliver a shared story and collaborative marketing
- Events and Festivals
- Christmas Lights
- Improve key entry points to the City
- A volunteer welcome programme

# Great Centre for Business

- Business support
- Business to Business events
- Cost reduction initiatives
- Business promotion
- Training
- Landlord forum
- Project funding

# Connected City

- Digital strategy for Canterbury
- Influencing transport and parking strategy
- Coordination and lobbying
- Canterbury Connected conference

## Strong Brand

**Canterbury is a global brand but lacks presence in key customer markets.**

We are facing tremendous competition as a leisure and retail destination. Other places are investing in marketing to promote themselves... Canterbury must do more, and better, to actively tell people where we are and what we have to offer.

Without a comprehensive, targeted strategy focused on promoting the mix of shopping, tourism, culture and business in Canterbury, we may well fall behind and lose impetus. We cannot afford to do nothing. To address this, a range of partners in the city led the development of a Canterbury Destination Management Plan (DMP), which would be implemented if the city adopted the BID.

The BID would:

- **Promote Canterbury** – Create a Partnership to oversee the ‘whole city’ marketing strategy and develop a collaborative approach to marketing the city to key customer segments and grow overnights stays which are the most valuable visitor segment.
- **Deliver a shared story and collaborative marketing** – Develop the Shared Story for Canterbury, to enhance the city’s branding. A clear city-identity will help attract more visitors and clients. A Shared Story conveys what is special and different about the city and is designed for use in marketing communications; it will be made available for use by every business in the city.
- **Events and Festivals** – Invest in existing events and festivals, and develop new ones, ensuring that they benefit levy payers directly in driving footfall and profitability.
- **Christmas Lights** – Provide Christmas decorations and events to create ‘The Canterbury Christmas’.
- **Improve key entry points to the City** – Review and implement a way finding and information strategy, making it easier for people to navigate Canterbury and discover its unique independent offer.
- **A volunteer welcome programme** – Develop and provide a professional welcome on the streets of the city, with a focus on offering this opportunity to local people to support their skills development and employability.

## Superb Destination

**Canterbury is a beautiful city but graffiti, chewing gum, lack of floral displays in summer and Christmas decorations in winter all make the city less attractive.**

The general appearance of Canterbury can be enhanced for everyone. We need an environment that is clean, safe and welcoming from early morning to late at night, making Canterbury a great place to visit and a place where people want to stay longer.

The BID would:

- **Provide additional cleaning services** – Provide additional cleaning services to complement those already provided by the City Council.
- **Improve the subways** – Work with Canterbury City Council (CCC) and Kent County Council (KCC) to develop a programme of regular cleansing and look at how to increase the ‘sense of safety’ for users at all times. The BID will be clear not to invest resource in areas that are the accountability of the statutory agencies.
- **Floral displays** – Invest in significant floral displays each summer to enhance the street scene.
- **Invest in a safer city** – Work with District Watch and Kent Police to reduce retail crime, street crime and anti-social behaviour.
- **Support the evening/late night economy** – Ensure that the city builds on its reputation as a ‘great night out’.
- **BID Ambassadors** – Deploy a team of BID Street Ambassadors to support, liaise and communicate with levy payers; to work with the statutory authorities on issues raised by levy payers; and to provide a welcome to visitors at busy times and during events.

## Great Centre for Business

There are around 650 businesses in the BID area.

These businesses want to see a return on investment in the BID and want to ensure that this approach is targeted at efforts that help them survive and thrive, employ more people and invest in the city.

The BID would:

- **Business support** – Support and promote independent businesses by building on the business start-up programme StartmyBiz, help develop a new programme called GrowmyBiz to provide guidance and advice on growing your business, and join the national Independent Retail campaign.
- **Business to Business events** – Deliver events to develop commercial opportunities for levy payers locally. The BID will have a policy of local purchasing where possible.
- **Cost reduction initiatives** – Provide a free service to help reduce utility costs for relevant BID levy payers.
- **Business promotion** – Develop the MyCanterbury platform as a marketing and loyalty opportunity for levy payers.
- **Training** – The BID will offer on-going training and support, free to levy payers, on a range of topics.
- **Landlord forum** – Engage with landlords to discuss relevant issues, in particular, how the city can further develop and support the independent retail offer and release fallow space for new uses.
- **Project funding** – Make funds available to respond to new opportunities that may arise e.g. developing local business associations to create a healthy and vibrant business community.

## Connected City, better for everyone

Canterbury is a great city but we don't always communicate or work together as well as we could.

The BID would make sure that everything it delivers is as 'joined up' as possible and that citywide communication is at the heart of everything that happens.

The BID would:

- **Digital strategy for Canterbury** – Work with key partners on developing a digital strategy to ensuring Canterbury's businesses are able to compete digitally.
- **Transport and parking** – Consult with businesses and influence transport and parking plans to ensure that they are appropriate for a major retail, business service and visitor location.
- **Co-ordination and lobbying** – Work with CCC, KCC, Kent Police and other bodies to ensure the city is coordinated, operates well and make sure that the levy payers' interests are represented positively and that city centre businesses are included in vital decision making.
- **Canterbury Connected conference** – Develop a bi-annual Canterbury Connected conference, bringing together the leaders from organisations across the city to ensure that Canterbury is at the forefront of current thinking on the issues that will be critical for a successful city.

Half of all Levy Payers in the Canterbury Connected BID would pay £296 per year or less, that's 81p a day!

The Canterbury Connected BID area embraces the heart of the city centre (as shown on the map opposite) and contains primary retail, office and leisure facilities. The specific BID area was defined after detailed consultation with representatives of each of the key business sectors to ascertain the strength and extent of their desire to be included.

Where the BID area extends beyond the city's 'natural boundary' of the old city walls, a significant number of businesses in those areas – important gateways – expressed a wish to be included.

## The **BID**

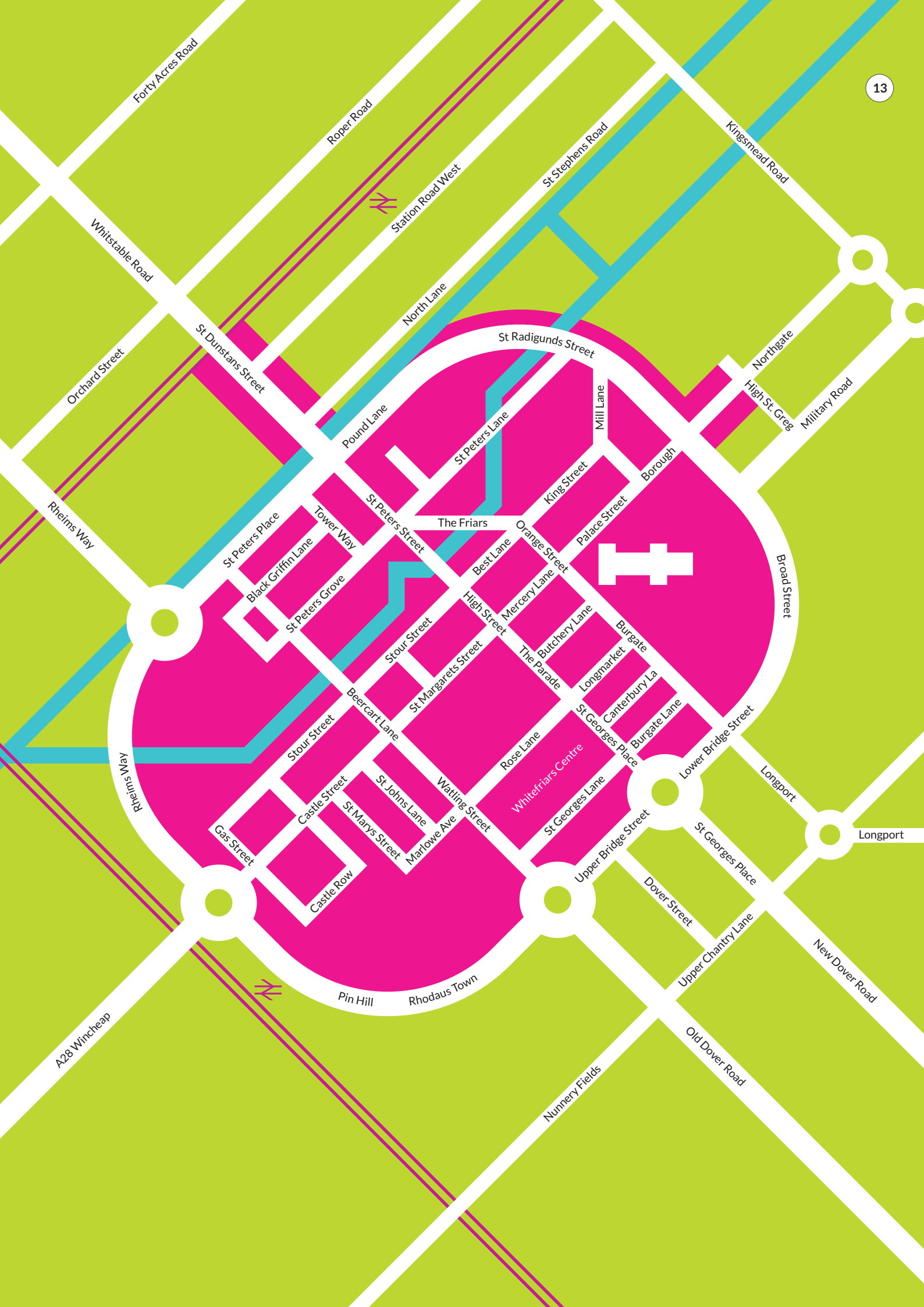
# area

**“Mulberry Cottages are supporting BID because it will promote Canterbury both as a destination and as a business centre. We as a business community need to give Canterbury the competitive advantage over other cities, and the BID will give us that with its commitment to safety, cleanliness and presentation of our beautiful city centre.”**

**Sarah Wood,**  
Director, Mulberry Cottages

### Streets within the BID area

Abbots Place	Chantry Court	Link Lane	St Dunstons Street	The Borough
Adelaide Place	Church Lane	Longmarket	St Edmunds Road	The Friars
All Saints Lane	Cobden Place	Marlowe Arcade	St Georges Lane	The Parade
Beer Cart Lane	Gas Street	Marlowe Avenue	St Georges Street	The Precincts
Best Lane	Gravel Walk	Mercery Lane	St Johns Lane	Tower Way
Black Griffin Lane	Guildhall Street	Mill Lane	St Margarets Street	Turnagain Lane
Blackfriars Street	Hawks Lane	Northgate	St Marys Street	Water Lane
Burgate	High Street	Orange Street	St Peters Grove	Watling Street
Burgate Lane	Hospital Lane	Palace Street	St Peters Lane	Westgate Hall Road
Butchery Lane	Iron Bar Lane	Pound Lane	St Peters Street	Whitefriars Arcade
Canterbury Lane	Jewry Lane	Rose Lane	St Radigunds Street	Whitefriars Street
Castle Row	King Street	Rosemary Lane	Stour Street	Whitehorse Lane
Castle Street	Knott's Lane	St Alphege Lane	Sun Street	Worthgate Place



Forty Acres Road

Roper Road

St Stephens Road

Kingsmead Road

Station Road West

Whitstable Road

North Lane

Orchard Street

St Dunstons Street

St Radigunds Street

Northgate

Pound Lane

St Peters Lane

Mill Lane

High St. Greg

Military Road

Rheims Way

St Peters Place

Tower Way

The Friars

Orange Street

King Street

Palace Street

Black Griffin Lane

St Peters Grove

St Peters Street

Best Lane

High Street

Mercery Lane

Butchery Lane

Burgate

Borough

Broad Street

Stour Street

Stour Street

High Street

Stour Street

Stour Street

Stour Street

Stour Street

Stour Street

Rheims Way

Gas Street

Castle Street

St Johns Lane

St Marys Street

Marlowe Aye

Watling Street

Rose Lane

St Georges Lane

St Georges Place

Canterbury La

Burgate Lane

Lower Bridge Street

Longport

Longport

Castle Row

Whiterfriars Centre

Upper Bridge Street

Lower Bridge Street

Longport

A28 Wincheap

Pin Hill

Rhodus Town

Nunnery Fields

Old Dover Road

Dover Street

Upper Chantry Lane

New Dover Road

The

# BID

## Budget 2014-2019

This five-year BID budget shows how far your contribution will go in terms of making a significant difference. The BID offers a unique funding opportunity that will provide additional services beyond the capacity of any single business. Furthermore, the BID anticipates securing additional voluntary contributions, over and above the levy contributions and so increasing project spend.

### Income

Financial Year	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Levy*	£488,000	£488,000	£488,000	£488,000	£488,000	£2,440,000
Voluntary Contributions	£22,000	£22,000	£22,000	£22,000	£22,000	£110,000
CCC contract**	£22,500	£22,500	£22,500	£22,500	£22,500	£112,500
Commercial Income***	£25,000	£30,000	£35,000	£40,000	£45,000	£175,000
<b>Total income</b>	<b>£557,500</b>	<b>£562,500</b>	<b>£567,500</b>	<b>£572,500</b>	<b>£577,500</b>	<b>£2,837,500</b>

\*Levy collection rate of 95% \*\*Years 3 & 4 subject to review \*\*\* based on current projections for the MyTownMyCity platform

### Voluntary Contributions.

The following organisations have pledged Voluntary Contributions over the 5 years, should the BID go ahead: Canterbury Christ Church University, the University of Kent, Kings School, Canterbury College, Club Chemistry, Kent Police, Kent Cricket and Canterbury Archaeological Trust.

### Expenditure

Projects	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Strong Brand	£116,000	£127,000	£148,000	£155,000	£165,000	£711,000
Superb Destination	£240,000	£220,000	£222,000	£204,000	£212,000	£1,098,000
Great Centre for Business	£54,000	£59,000	£59,000	£59,000	£59,000	£290,000
Connected city	£14,000	£50,000	£41,000	£51,000	£42,000	£198,000
<b>Total</b>	<b>£424,000</b>	<b>£456,000</b>	<b>£470,000</b>	<b>£469,000</b>	<b>£478,000</b>	<b>£2,297,000</b>
Levy Collection costs	£11,204	£12,804	£12,804	£12,804	£12,804	£62,420
Overhead	£72,060	£77,339	£67,130	£72,940	£68,760	£358,230
Year 1 set up costs*	£34,625					£34,625
Reserves	£15,611	£16,357	£17,566	£17,756	£17,936	£85,225
<b>Total expenditure</b>	<b>£557,500</b>	<b>£562,500</b>	<b>£567,500</b>	<b>£572,500</b>	<b>£577,500</b>	<b>£2,837,500</b>

\*Includes Levy software , legal fees, IT and recruitment

# The **BID** Company

Canterbury City Partnership CIC will deliver the BID. The CCP Memorandum and Articles of Association will be amended in the event of a successful ballot to reflect that the BID will be the sole focus of the organisation and all other CCP activity will cease.

The 'shadow' Board formed to oversee the development of the BID Proposal and campaign will form the interim BID Board for the first 5 months of the BID October 2014 – end February 2015. In March 2015 a formal board election will be held in which any levy paying business can stand.

## The Canterbury Connected BID Board will comprise

14 Board members from across the levy paying business community, including the BID Chair, who will be elected from amongst the business levy payers on the Board.

1 Canterbury City Council Board member

1 Kent County Council Board member

1 BID Chief Executive/Manager

1 Kent Police Observer (non-voting)

2 Canterbury Society Observers (non-voting)

Representation will be sought for retail, hospitality, business and financial services, visitor attractions, independent business and the education sector.

Geographically, for levy payers it is also important that the key areas of the city are represented on the BID Board to ensure that every levy payer can see that the area in which their business is located has a 'voice' and presence in the BID's governance. Each area of the BID area will therefore be represented by a designated BID Board Member.

As an independent company, the BID will employ its own staff to ensure the projects outlined in this business plan are delivered effectively and efficiently.

As a levy payer you will have a stake in the BID Company and have the ability to hold it to account through the five years of the BID.

CCP is already a Community Interest Company and so has to reinvest any surpluses back into its 'community of interest': businesses in Canterbury city centre.

"Canterbury Language Training (CLT) is supporting the BID because, unfortunate as it is, much of what we pay in business rates is not invested locally, whilst the BID is a real opportunity for local businesses to influence directly the Canterbury City environment. Our clients are business and professional people from many countries – they love what they find in Canterbury, they spend money to the benefit of many local shops, pubs and restaurants but we could do much more to enhance their experience of the City and to create a virtuous circle of improvement."

John Miles, Managing Director,  
Canterbury Language Training (CLT)

For every pound invested in the Canterbury Connected BID, 81p would be spent on delivery, 16p on running costs and 3p on contingency/ reserves.

The

# BID

## consultation process

November 2012	Your City, Your Future, Your Say Conference - the concept of a BID was introduced.
January 2013	The BID concept and initial plans were presented at the Canterbury Area Members Panel (CAMP) to local elected representatives including CCC and KCC.
April 2013	City Centre businesses invited to attend one of 30 briefings to explicitly explain what a BID is and to ask them whether they would support one in the city.
May 2013	Presentation about the BID made to The Canterbury Society.
June 2103	CCP Spring Conference: Is a Business Improvement District right for our city? More than 60 businesses present and the development of a BID was supported by more than 70% of those attending.
September 2013	A questionnaire asking for feedback and ideas for the BID Proposal was sent out by post to all 679 businesses in the city: 70% of those responding were in favour of a BID.
November 2013	Canterbury BID Conference - the first draft of the Proposal and Business Plan were presented for consultation at the Conference based on feedback received through the questionnaire. Presentation made to the Canterbury 4 Business (C4B) Board, the local economic partnership.
February 2014	16 local business people agreed to act as Ambassadors for the BID, representing local and national businesses, with the remit to speak with businesses across the city about the BID, seeking feedback and support.
March 2014	BID information leaflet sent out to every business providing them with important information about the BID. Presentation given to the local chamber, Kent Invicta Chamber of Commerce and the local Management Committee of the Federation for Small Business (FSB). Presentation made to three local Ward Councillors to ensure that their views are represented in the final BID Proposal.
April 2014	Three BID Open Clinic Days held for businesses to drop in and ask questions about the BID. Head Offices of national retailers contacted to inform them of the intention to develop a BID in Canterbury and inviting their feedback on the proposal. Presentations about the BID made to The St Peter's Residents' Association and to the St Mildred's Area Community Society. The BID outline Proposal presented to our local Member of Parliament, Julian Brazier.
May 2014	The Canterbury Connected BID Business Plan launch conference.



“As an independent retailer on the Kings Mile, I support the BID because there needs to be more cohesion between local government and the retailers. There needs to be more of a partnership and working together and I think the BID will help all the retailers to work together for a common goal.”

David Lilford,  
Owner, Lilford Framing and Lilford Gallery

## Ongoing communication

- CCP monthly 'The Word on the Streets' Newsletter
- CCP Twitter feed
- CCP Website
- The Local Economy Newsletter from the City Council
- Canterbury 4 Business (C4B) Board meetings and updates on the BID included in the monthly C4B newsletter.
- One-to-one meetings with Canterbury businesses informing them of the BID and asking for their feedback

## External Consultation

- CCP has engaged with a number of other BIDs nationally including Chichester, Winchester and Nottingham
- CCP has sought advice, guidance and training from the Association of Town & City Management and British BIDs

The content of the final Proposal and Business Plan is a summary of the enormous amount of feedback we received as a result of this process.

# The **BID** rules explained

The BID legislation of 2004 sets out the rules and regulations under which the BID ballot must be carried out and the framework under which the BID must operate. Key points are:

## The BID creation and ballot

- Each eligible business ratepayer within the defined area will have one vote provided they are listed on the national Non-Domestic Rates list as provided by Canterbury City Council on 9th May 2014.
- An interest free loan of £12,000 from Canterbury City Council has been used to develop the BID Proposal. This will be repaid over two years in the event of a successful ballot.

## BID Operations and Management

- Canterbury City Council, through its agent East Kent Services, is the only authorised body able to collect the BID levy on behalf of the BID Company.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board of Directors responsible for any debt write-off.
- The BID funding will be kept in a separate BID account and transferred to the BID Company.
- The BID Board can authorise changes to timescales and resources allocated to projects provided they remain in line with the overall BID objectives. However changes CANNOT be made to the BID area or levy for the life of the BID.
- The BID Board will meet a minimum of 9 times a year.
- All levy paying businesses will be eligible to be members of the BID company and to vote at annual general meetings.
- The BID Company will produce annual accounts made available to all company members.
- BID staff will be appointed and work with the appropriate agencies to deliver the activities of the BID.
- The BID will last 5 years. At the end of five years, a renewal ballot must be held if businesses wish to continue with the BID.

There are 180 BIDs in the UK, with 37 BIDs in London alone.

## The BID Levy and who contributes

- The BID levy rate will be fixed for the full term of the BID (five years) and will not be subject to inflation or alterations.
- Only those businesses liable for a levy will be entitled to vote in the BID ballot.
- The BID levy will apply to all businesses within the defined area with a rateable value of £1,700 and above, provided they are listed on the Non-Domestic Rates list as provided by Canterbury City Council. The cost of collection of the levy payable for properties below £1,700 is financially unviable and this is the reason for their exclusion.
- The levy will be 1.5% for the term of the BID.
- Businesses that are part of the Whitefriars Shopping Centre will pay 1% levy in recognition of the substantial Service Charge those businesses already pay.
- Non-retail charities will receive an 80% relief on their BID levy. If this places their levy below the amount equivalent to a levy for a business with a rateable value of below £1,700, then they will be exempt from the levy and will not be entitled to vote in the ballot.
- The levy will be on a Chargeable Day basis and due as a single annual payment collected by East Kent Services (EKS), Canterbury City Council's collection agency, in October. If a hereditament changes tenant during the course of a year no refund will be paid to the departing tenant who will have to seek an accommodation or otherwise with the new tenant.
- Vacant premises: The landlord will be liable for the levy on a vacant property. No charity relief will apply and the full levy will be due at 1% of RV for a Whitefriars property and 1.5% for all others.
- VAT will not be charged on the BID levy.

"As a small independent business the BID will cost me roughly £400 a year. If I tried to spend £400 a year trying to improve the area around my business it wouldn't get very far. But as a part of BID my £400 will become a part of £0.5million a year - and with that we really can start making a difference for both our businesses and the area we trade in. Support the BID."

**Ian Blackmore,**  
Landlord, The Jolly Sailor

# Your

## questions answered

"I live and work in Canterbury and the BID is a great way forward for a great City."

Adam Bateman,  
Operations Director, Fenwick

**Q** Am I eligible to vote?

**A** All eligible businesses within the BID boundary with a Rateable Value exceeding £1,700 will be able to vote. And remember the BID can only go ahead if you vote YES.

**Q** Isn't this what I pay my business rates for?

**A** No. Business rates are collected by Canterbury City Council and redistributed at a national level. The council spends the allocated funding on services that are both statutory and discretionary, and businesses have very little say on what these services are. BIDs differ from this as the money is collected locally, ring-fenced and controlled and managed by you. It can only then be spent on initiatives detailed in this business plan that you have agreed to. The BID levy does not pay for anything covered by your business rates.

**Q** Does this mean that the local authority will stop providing services?

**A** No. We have established a baseline service provision from the local authorities. Baseline statements have been obtained for the following areas and can be viewed on the BID website:

- Policing
- Highways maintenance
- Street lighting
- Licensing & enforcement
- Markets
- Street cleansing
- Car & coach parking
- Tourism
- Theatre & museums
- Community safety & CCTV
- Transportation

BIDs can only undertake services or improvements that are additional to that which is already provided. The local authority will also contribute to the BID, as they own property in the BID area and will therefore be treated as any other levy payer.

**Q** How much will this cost me?

**A** The levy is based upon 1.5 per cent of the Rateable Value of each eligible property for businesses with an RV exceeding £1,700 (exceptions apply, see page 20). The levy will be collected once a year for each of the five years of the BID and will contribute to the £2.5 million in funding to be spent on the initiatives agreed by you.

The table below provides a guide of what individual businesses will pay:

Rateable Value (RV)	Annual Levy @ 1.5%	Weekly Cost	Daily Cost
£2,000	£30	£0.58	£0.08
£5,000	£75	£1.44	£0.21
£10,000	£150	£2.88	£0.41
£20,000	£300	£5.77	£0.82
£50,000	£750	£14.42	£2.06
£100,000	£1,500	£28.85	£4.12
£250,000	£3,750	£72.12	£10.30
£500,000	£7,500	£144.23	£20.60
£750,000	£11,250	£216.35	£30.91
£1,000,000	£15,000	£288.46	£41.21

**Q** How will I know if it's working?

**A** Each year the BID will produce an annual performance report to show what the BID is delivering and the Return on Investment for levy payers.

**Q** Why should I vote Yes?

**A** Voting YES to a BID in Canterbury will mean that you can expect a better marketed, maintained and managed city; you will be contributing to the £2.5 million BID Company that will work to improve Canterbury over the next five years. And the BID will only go ahead if it receives more YES votes than no votes, by number and Rateable Value.

**Q** And if I vote No?

**A** Voting no will mean that you are saying no to additional sustainable funding to support the city. Without this investment we will not be able to offer a quality programme of initiatives, services and events, and you will lose the opportunity to make a difference to the city.

**Q** What are the benefits of BIDs?

- A** • Long term investment: BIDs allow businesses to influence economic change in their area by raising their own pot of money that is spent on their priorities.
- Economic growth: BIDs deliver good value projects through collective procurement, promote economic growth through enhanced footfall and regional presence, establish practical links between private and public sector institutions, and attract additional inward investment.
- Competitive advantage: BIDs help to establish a competitive advantage by providing an improved environment for clients and employees and better facilities for businesses.
- Additional Funding: BIDs can apply for additional funding through: voluntary contributions from businesses outside the BID area; lottery funding; or grants.
- Lobbying: BIDs are representative of local businesses and so they can lobby on their behalf with the local authority and other agencies to effect change.





# Final thought

This is a unique opportunity to put funding directly back into the city, funding to be spent exclusively on initiatives that matter to you. BIDs have a fantastic track record of improving cities and placing control in the hands of businesses. This is your opportunity to see Canterbury realise its true potential. Can we really afford to let it pass us by?

**And what happens if you vote no?  
Nothing.**

So please, vote YES because together we can make things happen and, by investing a small amount individually, we can create something truly memorable and significant in Canterbury for years to come.



# The Ballot

The **BID** ballot starts on **18 June 2014** and you will have until 5pm on **17 July 2014** to vote.

The ballot will be carried out via post and voting by proxy is available, full details of which will be sent out with the ballot notice. Canterbury City Council Electoral Services Department will carry out the ballot independently of CCP.

The ballot result will be announced after 18 July 2014.

If you would like further information please go to: [www.canterburybid.co.uk](http://www.canterburybid.co.uk) or you can email: [info@canterburycp.co.uk](mailto:info@canterburycp.co.uk)

Alternatively, if you would like a visit from a member of CCP please contact [info@canterburycp.co.uk](mailto:info@canterburycp.co.uk)

"The Canterbury Society supports the BID with enthusiasm: a cleaner, greener city; less graffiti; more flowers - and Christmas lights! That must be good news for residents, visitors and businesses alike!"

Jan Pahl,  
Chair, The Canterbury Society



# Vote

# yes!

Together we can shape the city.

You'll be in good company

All of these places have established BIDs...

#### South East

Brighton  
Camberley  
Chichester  
Eastleigh  
Guildford  
High Wycombe  
Manor Royal  
Newbury  
Reading  
Winchester  
Worthing

#### South West

Babbacombe Bay  
Barnstaple  
Bath  
Bedminster  
Bournemouth x 2  
Bristol x 2  
Camborne  
Clifton Village  
Dartmouth  
Dorchester  
Falmouth  
Swindon  
Newquay  
Paignton  
Plymouth x 2  
Salisbury  
St Austell  
St Ives  
Tavistock

#### Torquay

Truro  
Weston-Super-Mare  
Weymouth  
Wimborne

#### London

Angel  
Baker Street  
Bankside  
Bayswater  
Bexleyheath  
Brixton  
Camden Town  
Croydon x 2  
Leytonstone  
Ealing x 2  
Fitzrovia  
Hainault  
Hammersmith  
Harrow  
Holborn  
Ilford  
Leicester Square  
& Piccadilly Circus  
Piccadilly & St James  
Kingston  
The West End  
Northbank  
Orpington  
Paddington  
Streatham  
Sutton

#### London Bridge

Twickenham  
Vauxhall  
Victoria  
Waterloo x 2  
Wimbledon

#### East

Bedford  
Bury St Edmund's  
Cambridge  
Great Yarmouth  
Hitchin  
Huntingdon  
Ipswich  
Letchworth  
Lowestoft  
Norwich  
Royston  
Southend-On-Sea

#### East Midlands

Beeston  
Derby x 2  
Hinckley  
Lincoln  
Loughborough  
Mansfield  
Melton Mowbray  
Northampton  
Nottingham  
Wellingborough

#### West Midlands

Birmingham x 11  
Coventry  
Royal Leamington Spa  
Rugby  
Shrewsbury  
Solihull  
Stratford upon Avon  
Sutton Coldfield  
Worcester

#### North East

Darlington  
Durham  
Newcastle  
Sunderland

#### North West

Blackburn  
Blackpool  
Kendal  
Lancaster  
Liverpool x 2  
Manchester  
Oldham  
Penrith  
Preston  
Southport  
Yorkshire  
Hull  
Otley  
Skipton



Canterbury  
Connected

BUSINESS IMPROVEMENT DISTRICT





# The **Business Plan**



Canterbury  
Connected

BUSINESS IMPROVEMENT DISTRICT