

APPENDIX 7: CANTERBURY CONNECTED BID

Canterbury City Council Draft Service Level Agreement 2014-2019

Outputs required from Service Level Agreement between Canterbury Connected, Business Improvement District (Canterbury City Partnership CIC) and Canterbury City Council

Canterbury Connected, Business Improvement District will:

1. Provide quarterly reports in February, May, August and November on city centre empty unit rates following the methodology already in place agreed with CCC
2. Provide bi-annual reports in May and early December on city centre footfall. Count should follow the methodology already in place as agreed with CCC
3. Provide quarterly reports on start-up rates.
4. Act as an advocate for the StartmyBiz/GrowmyBiz programmes and actively signpost levy payers toward them.
5. Provide biennial reports on visitor and shopper feedback following the methodology already in place agreed with CCC,
6. Provide feedback and statistics on participation and outcomes from events and projects such as Canterbury in Bloom, Big Clean etc.
7. Provide a BID response to all relevant CCC consultations having garnered opinion from levy payers.
8. Manage the Purple Flag accreditation process for the city centre and carry Purple Flag branding on all marketing and promotional material and communications.
9. Provide economic intelligence as and when published by the Association of Town Centre Management.
10. Disseminate business relevant information from CCC to levy payers when appropriate.
11. Manage and sustain a database of at least 30 city centre retail businesses with a representative spread, including nationals and independent retailers, and with a geographic spread across the city, and provide performance data to the Business and Regeneration team on a monthly basis.
12. Act as the coordinator and delivery agent on the Destination Management Plan for the city centre.