

Canterbury Connected Business Improvement District (BID) is an independent, business-led, not-for-profit initiative voted for by the businesses of Canterbury on the 18th July 2014.

One of more than 250 BIDs across the UK, including more than 50 in London, Canterbury Connected BID is the only one in Kent. Nationally, more than 80,000 businesses invest over £200 million in their local communities as BID levy payers to make them better places in which to do business.

In Canterbury, the BID collects around £490,000 in levy each year from the 650 levy paying businesses and a further £70,000 in other income like voluntary contributions, a service level agreement with the Council and commercial income. Over the 5 years of the BID term, around £2,800,000 will have been invested in the Canterbury Connected BID area.

## get in touch

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## events

The BID delivered the *Christmas Lights Switch-on*, the *Medieval Pageant* and *Canterbury Hop Pocket Race*, and supported *Wise Words*, *Canterbury Pride* and the *Kings Mile Street Party*.



## marketing

The BID led a partnership of the *City Council*, *Whitefriars* and *The Canterbury Tales* to invest in the *Visit Kent London Campaign* with this image (above) and also delivered the Christmas marketing campaign. *MyCanterbury: 3 "in the City" Guides* were published and 125 emails sent out promoting the city and its businesses last year.



## flowers

Canterbury in Bloom, led by the BID, again won Gold in the *South & South East in Bloom Awards* and the city is a Finalist in the national *Britain in Bloom* campaign. The BID installed 300 hanging baskets across the city centre.



## operations

The *BID Ambassador team* supports businesses across the city, visiting regularly, reporting issues and welcoming more than 32,000 visitors to the city each year. The *BID Cleaning Team* steam clean paved surfaces all year round.

“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.”

# thank you for your support

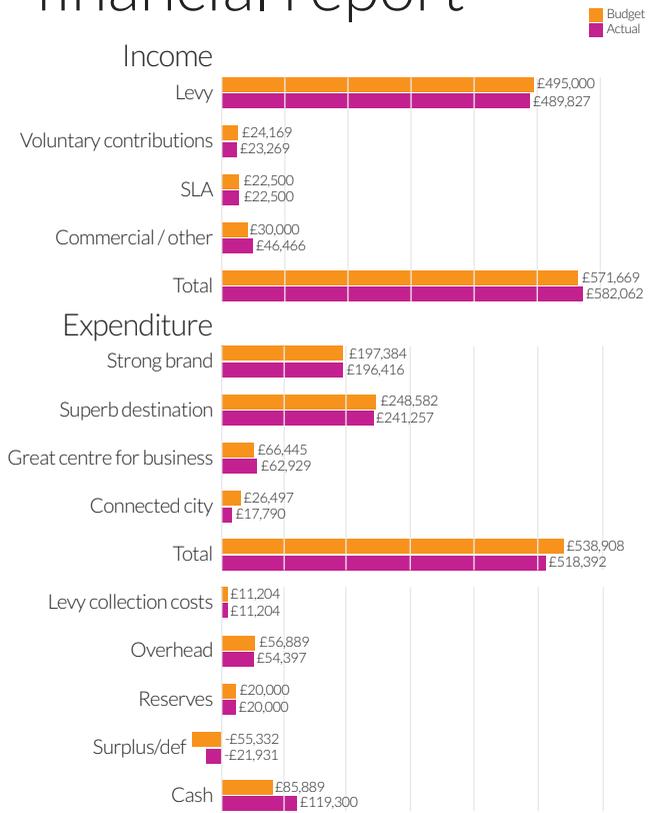
# your BID levy explained

- The levy is 1.5% of the Rateable Value (RV) of every business with a RV of £1,700 and above with no inflation increase over the 5 year BID term.
- The exceptions are: Whitefriars businesses who pay 1% of RV as they pay a Service Charge for many of the services the BID delivers across the city e.g. Christmas Lights, floral displays. Charities which carry out their core activity in their premises are discounted by 80% (NB Charity shops and cafes pay full levy).
- The levy is on a Chargeable Day basis, due as a single payment in mid-October each year. If premises change hands during the year there is no refund available from the BID; arrangements must be made between the two parties as part of the new tenancy.
- The levy is collected by East Kent Services, the Council's business rate collection agent and the only organisation authorised to collect the levy on behalf of a BID locally as part of the Business Improvement District Regulations (England) 2004.

Here is a breakdown of who pays the levy and how much, by size of business:

Rateable Value (£)	Number of levy payers	% total levy payers	Amount raised (£)	Average levy (£)	Range of levy (£)	% total levy
1,700 - 20,000	344	49	48,173	140	26 - 300	9
20,001 - 100,000	253	36	88,462	350	301 - 1,500	17
100,001 +	111	15	373,365	3,364	1,501 - 11,000	74
<b>Total</b>	<b>708</b>	<b>100</b>	<b>510,000</b>	<b>720</b>		

# 2015-2016 financial report



The deficit is due to planned investment in key projects in Year 2, in particular additional Christmas lights & marketing

## results 2015/2016

### Strong Brand: marketing & events

- Marketing: County-wide Christmas marketing campaign; investor in Visit Kent London Campaign summer 2016 reaching more than 8 million people
- Christmas lights installed in new areas: Westgate Towers; Buttermarket; Burgate; Orange Street; Castle Street.
- Events: Hop Pocket Race in September, 18 teams, 500 spectators; Christmas Lights switch on, 4,000 attendees; Medieval Pageant in July, 1,000 took part in Family Trail, 2,000 spectators at Parade.

### Superb Destination

- Deep cleansing across the city took place Mon-Thurs 8pm - 6am over more than 180 nights: city streets seen as 'really clean' by visitors
- BID Ambassadors completed their first year of operation: over 2,000 business visits, more than 4,000 reports logged with the relevant authorities, 32,000 visitors welcomed
- BID led successful re-accreditation of Purple Flag in 2015; 70+ attendees at Night Time Economy Conference
- 300 hanging baskets across the city; Canterbury in Bloom won Gold in 2016 South & South East in Bloom and is a FINALIST in Britain in Bloom 2016.

### Great Centre for Business

- BID supported Cathedral Quarter MayFest, Wise Words Festival, Pride Canterbury and the Kings Mile Street Party
- Three MyCanterbury Guides published, with 20,000 copies each: Christmas, Summer & Autumn
- FREE utility reduction service: 20 levy payers save an average of £1,372 per annum
- 12 FREE networking events for levy payers across city venues attended by 70 businesses and 150 individuals.

### Connected City

- Digital City Working Group and Landlords Forum launched in 2016
- BID Transport & Access Policy published April 2016.

### Impact

#### October 2015 - August 2016 (11 months)

- Business monitor turnover: +1.9% National: +0.1%
- Vacant premises: 4.8% National: 9.4%
- Footfall: +0.5% National -1.1%
- Visitor attractions: -5.3% Regional: +9.7%

# what's happening in year 3?

- More Christmas lights in St Dunstons, St Peters Street, Castle Street and Canterbury Lane (subject to permissions)
- Christmas Lights switch on 17th November with Stephen Mulhern and the Panto cast!
- MyCanterbury Christmas, Spring (new!), Summer and Autumn Guides
- Carry on cleaning: the BID cleaning team will keep our streets clean throughout the year
- BID Ambassadors will continue supporting your business and welcoming visitors to our city, 7 days a week, 52 weeks of the year
- After winning Gold in South & South East in Bloom for the second year we will invest in more hanging baskets for summer 2017
- Following the successful Medieval Pageant in 2016, we will make the event even bigger in 2017
- Second Purple Flag Evening & Night Time Economy Conference spring 2017
- 'Lisa at MyCanterbury' will build on the email database of 10,000 local people as she helps them discover your businesses every week: open rate around 30% per email!
- Canterbury Hop Pocket race will be back in September 2017, with more fun and more music
- BID Networking will carry on monthly, come along and get connected!
- Training: programme of FREE events for levy payers
- Information leaflet for levy payers on 'What to do if...'

# nominated board members



**Clive Relf - Chair**  
Partner, Private Client Tax  
Kreston Reeves



**Peter Scott - Vice Chair**  
General Manager  
Whitefriars



**David Lilford**  
Owner  
Lilford Gallery & Lilford Framing



**Declan Kelly**  
General Manager  
Abode Hotel



**Edd Withers**  
Social Media Manager  
Republic Events



**Ian Blackmore**  
Landlord  
The Jolly Sailor



**Adam Bateman**  
Retail Operations & Administration Director  
Fenwick



**Alex Ridings**  
Managing Director  
Think Agency



**Jeremy Licence**  
Partner & Head of Real Estate  
Furley Page



**Dan Grimwood**  
Owner  
The Refectory Kitchen



**Paula Gillespie**  
General Manager  
The Marlowe Theatre



**Robert Brady**  
Director  
Regal Estates



**Marco Keir**  
Director of Marketing and Communications  
Canterbury Christ Church University



**Bob Jones**  
Chief Executive  
Canterbury Connected Business Improvement District



**Caroline Hicks**  
Head of Business & Regeneration  
Canterbury City Council



**Dave Hughes**  
Head of Business Engagement and Economic Development  
Kent County Council



**Therese Heslop**  
Director of Visits & Marketing  
Canterbury Cathedral



**Craig Griffin**  
Canterbury Society Treasurer

Designated

Observers (non-voting)