

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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Website: [www.canterburybid.co.uk](http://www.canterburybid.co.uk)  
Twitter: @CanterburyBID



## events

The BID delivered the *Christmas lights* switch-on and *Medieval Pageant* and supported *Wise Words*, *City Sound Community Stage*, *Pride Canterbury* and *bOing!*



## marketing

The BID led a city-wide partnership to invest in the *Visit Kent London campaign* for the second year and also the county-wide *Christmas marketing campaign*. *MyCanterbury*: weekly emails sent to over 10,000 local emails with 25-30% open rate and 3 '*In the City*' Guides published.



## flowers

The BID led *Canterbury in Bloom* entry in both the *South & South East in Bloom* and *Britain in Bloom* campaigns. The BID installed and maintained 340 hanging baskets across the city centre and published a '*Safari in the City*' leaflet with partners.



## operations

The *BID Ambassador team* support local businesses across the city, visiting levy payers, reporting issues and welcoming 38,000 visitors to the city. The *BID Cleaning team* steam cleaned 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...  
again!

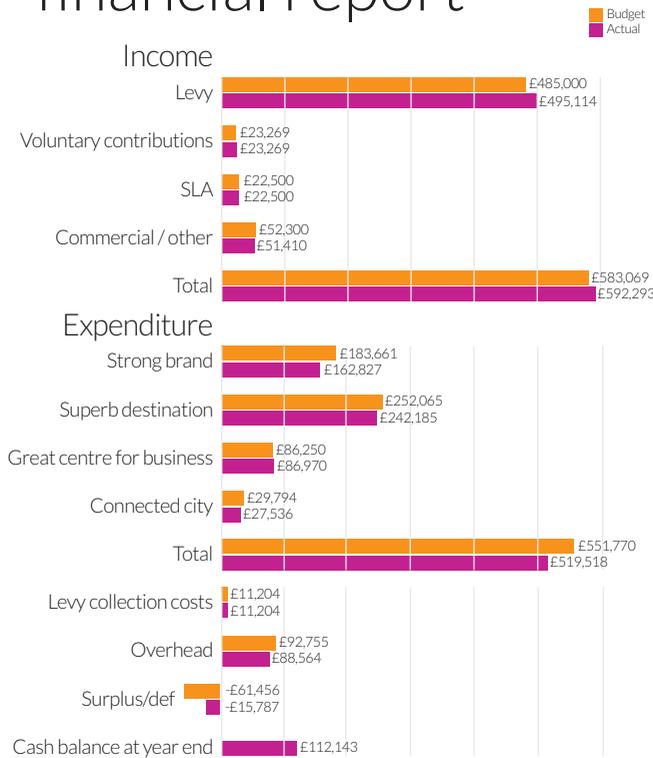
# your BID levy explained

- 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>		

# 2016-2017 financial report\*



The deficit is due to planned investment in key projects in Year 3, in particular additional Christmas lights & marketing

\*All numbers subject to confirmation/adjustment in the year end accounts to be published at the BID AGM March 2018

## results 2016/2017

### Strong Brand: marketing & events

- Christmas: additional lights across the city centre; switch-on event with 4,000 attendance; county wide press and radio campaign; Christmas Windows competition, 70 business entrants
- Marketing: Visit Kent London campaign in 2nd year: 27m 'impressions'
- Events: Medieval Pageant and Family Trail, 5,000 watched parade and 1,000 took part in Family Trail; BID supported Wise Words, City Sound Community Stage, Pride Canterbury and bOing! in the city centre.

### Superb Destination

- Deep cleansing across the city centre Mon-Thurs 8pm - 6am inc graffiti & sticker removal and street signage cleansing
- BID led successful Purple Flag re-accreditation and hosted the annual Evening & Night Time Economy Conference with over 70 attendees from across the city and produced a film of the city's ENTE and how it is well managed
- BID Ambassadors made 5,000 visits to levy payers; reported 2,000 street issues; and welcomed 38,000 visitors
- BID installed 340 hanging baskets across the city (300 in Year2) and led the city's Gold Award winning Britain in Bloom and South & South East in Bloom entries
- BID produced 'Safari in the City' leaflet and St Peters in Bloom video to support Bloom campaign.

### Great Centre for Business

- MyCanterbury now city's premier marketing platform: weekly emails to over 10,000 local emails with 20-30% open rate; three 'In the City' Guides published: Autumn and Christmas (20,000 copies) and Summer (25,000 copies)
- BID published and distributed 'Who ya gonna call' leaflet with details of all the contacts businesses need for a wide range of city centre issues e.g. anti-social behaviour, homelessness
- BID hosted and paid for a Visual Merchandising workshop to help levy payers improve their display and window dressing skills in preparation for the city's annual Christmas Window Competition
- FREE utility reduction service: 26 levy payers save an average of £1,365 per annum
- 11 FREE networking events for levy payers across city venues attended by 85 businesses and 175 individuals
- 2 FREE training events on Cyber Security and Visual Window Displays attended by 25 businesses.

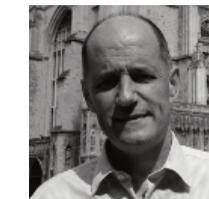
### Connected City

- BID hosted three Landlords' Forum meeting to engage with property owners and agents in the BID area
- BID Team attended a range of meetings each month to represent levy payers and their interests: City Centre Action Group; Rough Sleeper Forum; Safety Tasking Group.

# what's happening in year 4?

- Christmas: city wide illuminations and Christmas tree; switch on event 5-7pm, 16th November with HeartFM roadshow and Panto cast; county wide marketing campaign; print, radio, social media. 'Hand Made in Canterbury' promo video being produced
- Marketing: 3rd year of Visit Kent London campaign; BID has led the city in joining the England's Heritage Cities consortium, with potential investment in marketing the city in 2018/19
- Strategy: BID has commissioned a review of the city's Destination Management Plan (DMP) to establish a strategy for 'visit', 'study' and 'invest' in the city. BID has also produced a review of the city's heritage in partnership with CCC and will lobby for a city-wide strategic approach to improve the offer to encourage higher quality and longer stays
- Flowers: continue to lead the Canterbury in Bloom campaign; install 400 hanging baskets across the city (340 in 2017)
- Ambassadors: continue to engage with levy payers every day, report issues and welcome visitors, with a focus on street issues and anti-social behaviour
- Evening and Night Time Economy: achieve re-accreditation for Purple Flag; host the third Evening & Night Time Economy Conference in March
- Medieval Pageant: deliver the third Medieval Pageant and Family Trail, bigger and better than ever!
- Networking: FREE networking across the city centre: Canterbury's best business event every month!
- Information: the BID has contracted with Mendo to source impartial and accurate sales figures from across the city's business community every month from October!

# nominated board members



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



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



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



**Declan Kelly**  
General Manager  
Abode Hotel



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



**Ian Blackmore**  
Landlord  
The Jolly Sailor



**Paul Strong**  
Finance Director,  
Fenwick



**Alex Ridings**  
Managing Director  
Think Agency



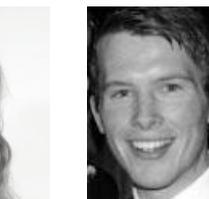
**Jeremy Licence**  
Partner & Head of Real Estate  
Furley Page



**Dan Grimwood**  
Owner  
The Refectory Kitchen



**Paula Gillespie**  
General Manager  
The Marlowe Theatre



**Robert Brady**  
Director  
Regal Estates



**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



**Prof Richard Scase**  
Canterbury Society

Designated

Observers (non-voting)