

what are your VIEWS?

Preparing for the next five years...

In March 2017 we conducted a survey to find out what you thought of the projects and activities of the BID. Based on your feedback we have investigated further projects the BID could deliver and would like your input in order to shape the next stage of the life of your BID.

Please complete this survey and return it to us by 26 October 2018 to help us shape BID 2.

The following sector best describes my business:

- | | | |
|---|---|---------------------------------------|
| <input type="checkbox"/> Retail | <input type="checkbox"/> Accommodation (Hotel/B&B) | <input type="checkbox"/> Pub/Bar/Club |
| <input type="checkbox"/> Restaurant/Café | <input type="checkbox"/> Education (Language School, School, University, College) | <input type="checkbox"/> Attraction |
| <input type="checkbox"/> Business or Professional Service (office/commercial) | <input type="checkbox"/> Arts/Culture | <input type="checkbox"/> Other |

My business is:

- Independent National Charity Franchise

I have been trading in the city for:

- Up to 1 year 1 to 2 years 2 to 3 years 3 to 4 years
 4 to 5 years 6-10 years 11 years or more

Please rate on a scale of 1-5 how valuable you feel the following Canterbury BID projects and services would be for your business and the city centre moving forward.

1 = Not valuable
5 = Very valuable

Theme 1: Support

	1	2	3	4	5
Provide regular city performance statistics (which include footfall, vacancy rates, sales performance and tourism)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide day to day support and advice for new and existing businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide free training, e.g. visual display, cyber security, GDPR, social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Help with regular communication on city management issues such as road works	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide investment and support for traders' associations, e.g. The Kings Mile and the Cathedral Quarter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lobby and represent business interests on transport & access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lobby and represent business interests on WiFi and 4G/5G	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lobby and represent business interests on attracting investment/filling vacant units	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lobby and represent business interests on the development of key strategies for the city, e.g. Destination Management Plan, Heritage Strategy, Inward Investment Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide regular networking opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide daily support through the BID Ambassadors, e.g. visitor welcome, business visits, reporting and following up of city centre issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What are your Ambassador priorities – 1 being top priority:					
<input type="checkbox"/> Visitor welcome <input type="checkbox"/> Business visits					
<input type="checkbox"/> Reporting and following up on city centre issues					
Provide cost reduction initiatives, for example, utilities and trade waste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage partnership working in order to leverage additional income	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Theme 2: Experience

	1	2	3	4	5
Improve cleanliness in the city	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What are your cleaning priorities - 1 being top priority:					
<input type="checkbox"/> graffiti <input type="checkbox"/> offensive waste <input type="checkbox"/> deep street cleaning <input type="checkbox"/> janitorial					
<input type="checkbox"/> other _____					
Help to tackle anti-social behaviour, shoplifting, street drinking and homelessness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What are your security/environmental priorities – 1 being top priority					
<input type="checkbox"/> Anti-social behaviour <input type="checkbox"/> Shoplifting <input type="checkbox"/> Street drinking					
<input type="checkbox"/> Homelessness <input type="checkbox"/> Begging					

Help support security measures such as District Watch

Invest in making Canterbury a superb Christmas destination (including the Christmas lights, switch on event and county-wide marketing)

Invest in floral displays

Improve signage and wayfinding

Invest in city dressing on vacant properties

Theme 3: Promote

1 2 3 4 5

Support events that bring footfall and increase dwell time

Invest in seasonal marketing campaigns

Support marketing to attract higher spending visitors

Support marketing to encourage local loyalty amongst staff, residents and students

Enter awards to raise Canterbury's profile, e.g. the regional and national Bloom campaigns, Purple Flag accreditation, tourism awards

How much will it cost?

Once we know what you think, we will cost out the projects and propose a levy rate. The starting point is the cash value required to deliver the projects and activities that you think will make a difference.

What else would you like to see Canterbury BID do?

What are your top 3 priorities?

1

2

3

P.T.O.

It would be helpful if you would let us have some details about you and your business so we can follow up any suggestions raised and make sure we fully understand how we can improve.

Your details

Your Name

Business/Organisation Name

Address

Postcode

Email

Tel.

GDPR Note: Please tick the box to allow us to continue providing you with email updates. Your details will not be passed onto any third party company. Please visit canterburybid.co.uk for full details.

Voter details (if different from above)

Your Name

Business/Organisation Name

Address

Postcode

Email

Tel.

GDPR Note: Please tick the box to allow us to continue providing you with email updates. Your details will not be passed onto any third party company. Please visit canterburybid.co.uk for full details.

Keep in touch

We regularly communicate via email to ensure you are kept up to date. If you or anyone in your business would like to receive our email updates, please provide contact details below.

Your Name

Job Title

Email

If you would like a visit from Canterbury BID for more information or to discuss our projects and activities, please tick the box.

Thank you for taking the time to complete this survey. Your feedback is vital in helping us do a better job for you and for our city.

Completed forms can be returned in the enclosed envelope by 26 October. Alternatively it can be scanned and emailed to enquiries@canterburybid.co.uk

Your **Business**. Your **BID**. Your **Views**

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