



Canterbury
Connected

BUSINESS IMPROVEMENT DISTRICT



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

Formal consultation is open from 27 September to 26 October.

Your BID

Canterbury Connected is a democratically elected organisation, with a voluntary (elected) Board of Directors representative of the city's businesses. Under Government legislation we are now approaching the end of our first five-year term, and therefore to continue we need to run a ballot in June/July 2019. We want to know what you think we've done well, what we could improve further and what new initiatives you'd like to see introduced. Please have a read and return the enclosed questionnaire by 26 October 2018.

Promoting Canterbury

Events

City centre events ensure that our city remains a vibrant and creative destination for visitors. Your BID supports (and organises) events that bring over **105,500 people** to the city annually.

Pride Canterbury



15,000 people attended Pride 2018

Wise Words Festival

City Sound Project in the Park



CSP 2018 continued to grow, extending to two weekends

Canterbury Festival

Shakespeare Festival

bOing! (in the city centre)

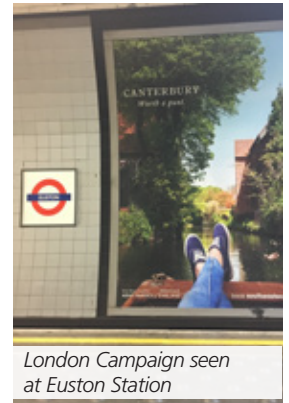
The award-winning **Medieval Pageant and Family Trail** is organised by your BID. Each year it is watched by **5,000** people, with **4,000** visits made to 17 trail locations – encouraging city centre footfall and dwell time.



Winner "Lasting Impressions" 2017 Go To Places Kent Tourism Awards

Seasonal marketing

Promoting our city throughout Kent and London is an essential way to ensure we remain a top destination for visitors. Your BID funds a county-wide Christmas marketing campaign and a summer campaign in London through Visit Kent. We have paid for Canterbury to become part of the England's Historic Cities Consortium along with 14 other cities. For the first time ever England's historic cities are packaged with London and presented as one product for the international market.



London Campaign seen at Euston Station

Leading on Strategy

Your BID commissioned the new Destination Management Plan (DMP) for Canterbury to promote our city as a first class cultural heritage destination. Objectives include: increasing overnight stays and visitor spend. The DMP will help shape the city-wide promotional strategy over the next six years, and is our opportunity as a city to make the most of what we already have, to seek new opportunities and to face the challenges ahead – and to do this in a joined up way. We are also actively involved in the development of the City Council's Heritage and Inward Investment strategies.

MyCanterbury

This digital platform was created by the BID for you to showcase your business and to promote the city.

- 40,000 registered users since launch
- 65,000 city guides distributed annually
- Weekly emails sent to 10,000 locals
- Competitions to raise your profile
- 6,000+ followers on our social media platforms.



30,000 Summer Guides distributed each year

"Every single customer at the Gin Night had booked via our MyCanterbury e-shot."

Hannah Thompson, The ABode



The annual light switch-on sees panto cast and local performers launch Christmas in Canterbury

Canterbury – made for Christmas

One of our main priorities is to promote Canterbury at Christmas and illuminate the city to increase footfall and dwell-time. Without the BID this will not happen. We invest in a county-wide marketing campaign via a number of platforms which reaches over 2 million to highlight that Canterbury is **made for Christmas**.

From the BID-funded Christmas lights, Switch-On event, Christmas window competition and 'Handmade in Canterbury' film to the Pantomime launch, Whitefriars Christmas Market and Cathedral services – Canterbury is truly made for Christmas.

Canterbury Christmas Lights in numbers...

5:	miles of lights put up each year
12:	people to put up and take down the lights over 7 nights
21:	streets across the city decorated
100s:	of permissions obtained by the BID team, allowing lights to be attached
5,000:	in attendance at the annual switch-on event, enjoying themselves in our city
£66,000:	is the annual cost for our Christmas decorations
118,000:	LED lights twinkle above our city from November to January

Handmade in Canterbury



Our city has a wealth of crafts-people including jewellers, chocolatiers, designers, potters, brewers – it's all here on our doorstep! To

celebrate our wide array of products we commissioned a film entitled 'Handmade in Canterbury'. The film was aired on TV, online and at live events.

Christmas Window Competition



This annual event has grown significantly over the last 3 years with 87 shops taking part in the 2017 competition. It is organised by your BID, judged by a local panel and enjoyed by all our visitors.

Improving the City

First impressions are important and ensuring everyone has a positive lasting impression of our city is high on our agenda. We are determined to help make Canterbury clean, safe and enjoyable for you, your staff and your customers.

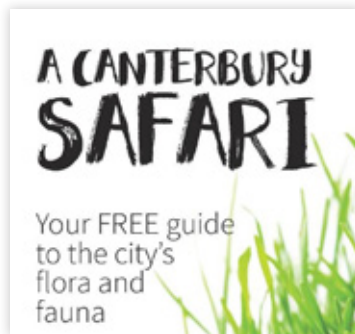
Bloom



Bloom Gold Winners two years in a row

We supply 370 **hanging floral baskets** from June to September and coordinate the city's annual entry in regional and national bloom competitions, winning gold in 2016 and 2017.

10,000 copies of the **'Safari in the City' leaflet** were distributed around the city, including accommodation providers, campsites and river tour companies.



1 million flowers displayed in 370 flower baskets

Purple Flag

Your BID has led on Purple Flag accreditation since 2014, promoting Canterbury's vibrant mix of entertainment while promoting the safety and wellbeing of visitors and residents. Our Purple Flag committee includes representatives from Canterbury Christ Church University, Christ Church Student Union, the University of Kent, Kent Union, Canterbury City Council, District Watch, Kent Police, The Marlowe Theatre, The Curzon, AKON security as well as owners and managers from various pubs, bars and clubs from across the city. This shows what can be achieved when we work together in the best interest of the city.



Cleaning

13 miles of city streets were cleaned in the first three years of the BID, including 2,320 hours of deep cleaning and graffiti removal.



Supporting Your Business

Your BID will support business-led initiatives, including the formation of new and the growth of current traders' associations. We will support the introduction of new strategies to encourage locals to be tourists and shoppers in our city, as well as day-to-day support on the challenges you face. We are also working with Springboard to report footfall, and will continue to provide free networking and free bespoke training events such as Visual Display and Social Media.

Ambassadors

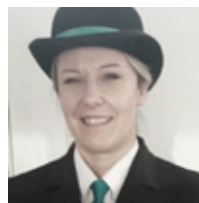
20,000 visits were made to levy payers by your award-winning Ambassadors, who reported over 4,000 issues, including cleaning, graffiti, anti-social behaviour and shoplifting – and 77% of which were resolved. They work closely with the Council's Enforcement team, Whitefriars Security and the Police, in addition to being on the District Watch radios which means there is a joined up communication channel between those people who are in the city centre observing and reporting.

"As a brand new business, the BID and their ambassadors have been invaluable in helping us promote ourselves – using their social media and MyCanterbury platform, providing practical advice and support, popping in, sharing news and generally supporting us on good days and the bad!"

Zoe and Kiera, Lily's Bistro

Representing your voice

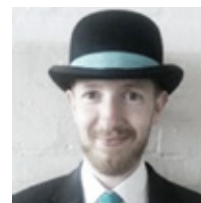
Canterbury BID represents businesses at numerous committees and working groups to make sure the voice of business is heard. Financial investment in projects and activities isn't the only role of the BID. It is our job to listen to you and represent you, to champion you at every meeting and at every opportunity. It's this kind of persistent, joined up working that will make a difference to all of us. Meeting topics covered: heritage, rough sleepers, night time economy and graffiti.



CATHERINE PENNY

Team Leader

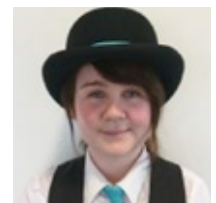
Area: St George's St, St Margaret's-Castle St & Whitefriars



SIMON JACKSON

Ambassador

Area: St Dunstan's and St Peter's



KAYLEIGH TESTER

Ambassador

Area: The King's Mile and Cathedral Quarter

Saving you money



Free networking and training

We provide **free training** on things like GDPR, Cyber Security, Shop Window Displays and LOCASE (low carbon) grants; and hold **free monthly networking** events at different venues around the city, a great opportunity to showcase your business. Over 2,700 people benefitted from our free networking sessions over the last 5 years.

Utility bill savings

Many businesses have made substantial **cost savings** on utilities through ZTP's free utility cost evaluation service, saving an **average of £1,365 per year**.

Traders' Association support

We support business-led initiatives such as the newly formed Cathedral Quarter and Trick or Treating on The King's Mile.

"After attending the BID event we applied for the LOCASE grant which allowed us to install new equipment."

Jon Mills, Canterbury Brewers & Distillers and winners of Taste of Kent for their Canterbury Gin.

Key results

£2,982,085

invested in the city over five years

42%

improving
Canterbury

23miles

of **Christmas lights** across the city, using 118000 LED lights

4.9million

flowers displayed across the city in **1,634** hanging baskets

20,000

visits made to levy payers by Cathy, Jack & Simon, your **BID Ambassadors**, who reported 4,000 street issues

13miles

of **city streets cleaned** (equivalent of Canterbury to Dover) including **2320 hours** of deep cleaning and graffiti removal across the city

37%

promoting
Canterbury

40,000

registered **MyCanterbury** users since launch. **65,000** guides distributed annually

285,000

visitors to **festivals in the city**

29million

impressions annually for the *Visit Kent* campaign

10million

people reached by **Christmas Marketing**

15%

supporting
Canterbury

2,700



local business people who attended the **FREE monthly networking** events at great locations across the city

£1,365

average saving per annum thanks to the **free utility reductions service**

£80,000

invested in **business-led initiatives** including funding for events and trade associations

6%

influencing
Canterbury

17

steering groups and forums at which BID represents Canterbury businesses

Topics include: heritage, rough sleepers, night time economy and graffiti resulting in:



Transport and Access policy adopted by Canterbury City Council



Purple Flag accreditation



Gold in South and South East and Britain in Bloom

The BID raises almost half a million in levy income annually and an additional 20% on top of that in voluntary and commercial income.



awards

Purple Flag accreditation for the evening & night time economy
South & South East and Britain in Bloom Gold Winner 2016-17
Lasting Impression Kent Tourism Awards 2017 for Medieval Pageant



The Next Five Years

What sets our city apart is its strong historic, cultural and commercial appeal. The city has changed enormously over the term of BID 1. Canterbury Connected provides both supportive services and marketing but its greatest value lies in the connectivity it harnesses – of leadership, of people, of businesses, of investors, of organisations and of communities. It brings us together to create a force greater than the sum of our parts.

What could we achieve next?

We are in a rapidly changing retail environment nationally; our higher education institutions contribute significantly to Canterbury's economy; our hospitality, attractions and entertainment offering is developing and we need to support that; and of course there is Brexit. We need to work together as a business community to face these challenges and opportunities.

Canterbury Connected has invested nearly £600,000 annually in Canterbury city centre since 2014 and will invest nearly three million by September 2019. Building on considerable success in making Canterbury a better place, BID 2 is our opportunity to continue to build on that success together by creating:

- an even better city experience
- stronger business support for all levy payers
- a healthy trading environment by attracting new customers and visitors

How much will it cost?

Your views are very important and will shape the final proposal. 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. Please fill in the enclosed questionnaire by 26 October 2018.

Ideas for the future

“Love local” loyalty scheme

Cleaning – streets, offensive waste, graffiti

Wayfinding

Christmas shopping nights

Expert training
– customer service, marketing

Digital connectivity

Stronger partnerships
(transport, anti-social behaviour)

More savings – commercial waste

Connectivity & networks,
lobbying as voice of city
businesses

New footfall & sales reporting

Get in touch

The BID Board Elected



Clive Relf, Chair
Kreston Reeves



Alex Ridings
Think Studio



Blake McCaskill
Republic Events,
City Sound Project



Clare Millett
The Westgate Hall



Dan Grimwood
The Refectory
Kitchen



David Lilford
Lilford Gallery



David Redgate
Girlings Solicitors



Ian Blackmore
The Jolly Sailor



**Jonathan
Fitter-Harding**
Dodgems & Floss



Karl Elliott
Clague Architects



Marco Keir
Canterbury Christ
Church University



Paula Gillespie
The Marlowe
Theatre



Paul Strong
Fenwick Canterbury

The BID Ambassadors

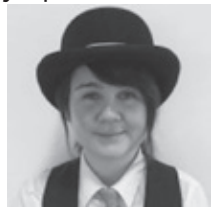
(two on duty every day, 7 days per week)



Catherine Penny
Team Leader



Simon Jackson
Ambassador



Kayleigh Tester
Ambassador

The BID Team



Lisa Carlson
Chief Executive



Lucy Martin
Operations Manager



Rachel Pilard
Marketing Manager



Kathy Moulton
*MyCanterbury Sales
Executive*



Emily Wells
Administrator

The BID Board Designated



Caroline Hicks
Canterbury City
Council



David Hughes
Kent County Council



Peter Scutt,
Vice-Chair
Whitefriars



Therese Heslop
Canterbury
Cathedral

The BID Board Observer (non-voting)



Richard Scase
Canterbury Society

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

For more information on our projects and how BIDs work please visit canterburybid.co.uk

Canterbury Connected Business Improvement District | 28-30 St Peter's Street | Canterbury CT1 2BL

w: canterburybid.co.uk | e: enquiries@canterburybid.co.uk | t: 01227 787 055

@canterburybid | /CanterburyBID

Our thanks to photographers: **Matt Wilson**, **Jason Pay**, studiomistereb.com and **Jim Higham**, University of Kent.