

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 in September 2019, 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 would like to see introduced. Formal consultation runs from 27 September to 26 October 2018, but we would love to hear from you anytime.

There are nearly 300 BIDs across the UK, including more than 50 in London. Your BID was the first one in Kent and now Maidstone has joined us. Nationally, BIDs have invested over £200m in their local communities to make them better places in which to do business.

In Canterbury, your BID collects just under £500,000 in levy each year and generates a further £70,000 through voluntary contributions and commercial activities. Over the 5 years of the BID term, £2,982,085 will have been invested in the Canterbury Connected BID area.

getting in touch

For questions about the levy contact Canterbury City Council on 01227 862 316 or 862 326 (they are the collection agent and can answer all questions about levy collection).

To find out about the programmes of your BID, contact the BID team on T: 01227 787055
E: enquiries@canterburybid.co.uk
W: canterburybid.co.uk



"We attract staff from around the world and to be able to say Canterbury is a great place to live and work is vital."

Posie Bogan, Director of Corporate Communications at the University of Kent. The BID delivered on the *Christmas Lights Switch-On* and *Medieval Pageant* and supported *Pride Canterbury*, *City Sound in the Park*, *Canterbury Festival*, *Canterbury Shakespeare Festival*, *Canterbury Food & Drink Festival*, *bOing!* in the city centre, *King's Mile Trick or Treat* and the *Cathedral Quarter* launch.



"Many of us rely on tourist visitors and therefore advertising in London is wonderful, something we couldn't have achieved on our own"

Therese Heslop, Director of Visits & Marketing at Canterbury Cathedral



"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.



"The Ambassadors are always in the store, always giving us information, always helping us. I can't praise them enough. I think they are an absolutely essential part of the service that the BID provides"

Rachel Sanders, Franchisee of BoConcept Canterbury

"Canterbury will be a vibrant, exciting, well connected and successful business community; an attractive green, safe and enjoyable destination for customers, clients, shoppers and staff, residents, students and visitors; and a profitable place in which to do business."

your BID levy explained

how the levy works

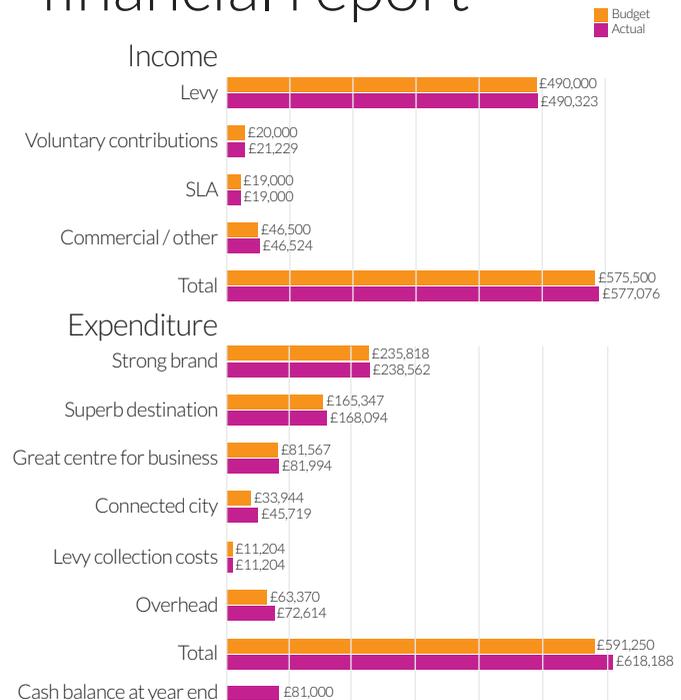
Here is a breakdown of who pays the levy and how much, by size of business:

| Rateable Value (£) | Number of levy payers | % total levy payers | Amount raised (£) | Average levy (£) | Range of levy | % total levy |
|--------------------|-----------------------|---------------------|-------------------|------------------|----------------|--------------|
| 1,700 - 20,000 | 384 | 52 | 50,747 | 132 | 26 - 300 | 10 |
| 20,001 - 100,000 | 245 | 33 | 158,359 | 646 | 304 - 1,500 | 31 |
| 100,001 + | 110 | 15 | 298,402 | 2,712 | 1,515 - 11,000 | 59 |
| Total | 739 | 100 | 507,508 | 687 | | 100 |

based on October 2017 levy

- 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: **1.** Whitefriars businesses who pay 1% of RV as they pay a Service Charge for many of the services the BID delivers across the city. **2.** 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 Canterbury City 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.

2017-2018 financial report*



There was an underspend in year one and a slight overspend in subsequent years due to planned investment to ensure we are investing all the levy. The cash balance is to allow the BID to pay for activity in October and November while the annual levy is being collected.

*All numbers subject to confirmation / adjustment in the year end accounts to be published at the BID AGM March 2019

results 2017/2018

Supporting Business

- Free utility reduction service (avg of £1,365 saved per annum)
- 580 people enjoyed the free monthly networking
- Free training (Visual Display, GDPR, Project Griffin)
- £20,000 invested in business-led initiatives including the new Cathedral Quarter.

Improving the City

- More Christmas lights added totalling 5 miles of illuminations
- Purple Flag accreditation for the 7th year (BID took over in 2014)
- Evening & Nighttime Economy Conference with 70+ in attendance including Kent Police and Press
- Ambassadors made 5,078 visits to your businesses, reporting 1,570+ environmental, antisocial and cleaning issues and welcoming 40,000+ visitors
- 370 hanging floral baskets
- Completed deep street cleaning on the high street and introduced a piloted a programme to tackle graffiti.

Promoting Canterbury: Marketing and Events

- Christmas: 6,000 in attendance at the Lights Switch-On; county-wide Christmas marketing campaign reached 2 million; 85 entrants in the window display competition (up from 52 in 2016)
- Summer marketing campaign in London encouraging overnight stays was seen 29 million times
- Events organised or supported by your BID brought 100,000+ people to the city
- National & international marketing through England's Historic Cities
- MyCanterbury encourages locals to be tourists and shoppers in their own city (65,000 printed guides, 6,000+ followers on social media, 40,000 registered users).

Representing Your Voice

- Lobby for businesses interests at 17 steering groups & forums (including road works, transport & access, rough sleepers, night time economy, graffiti, heritage, marketing)
- Represented Canterbury at an All Party Parliamentary Group for Town Centres on homelessness & rough sleeping.

what's happening in year 5?

- A new BID term (2019-2024):** Under Government legislation we are now approaching the end of the first five-year term and to continue we need to run a ballot. Formal consultation runs from 27 September to 26 October 2018, but we would love to hear from you anytime.
- Strategy:** Launch the new Destination Management Plan (DMP) to promote our city as a first class cultural heritage destination to increase overnight stays; contribute to the development of the City Council's Heritage and Inward Investment Strategy. Increase work with landlords and agents to encourage further inward investment.
- Performance Reporting:** Our City Performance Reports contain valuable information on footfall, vacancy rates, sales performance and tourism, with new Springboard footfall report.
- Traders Associations:** support business-led initiatives, including the formation of new and growth of current traders associations.
- The Experience Economy:** Ensure Canterbury looks at its best to encourage visitors to spend time in the city centre, through cleaning, decorating the city and supporting unique city centre events.
- Events:** Support and run events that bring in footfall and increase dwell time through the Event Sponsorship Fund.
- Christmas:** Promote Canterbury as a retail destination with a vibrant mix of shops, restaurants, pubs and Christmas-time experiences, and continue to illuminate the city. New date & time for the switch on event to increase dwell time: Friday 16 Nov, 4-6:30pm with *Heart FM* road show and Panto cast.
- Marketing:** Local, regional, national & international marketing, incl a new campaign through England's Heritage Cities consortium to reach higher-spending international visitors starting in 2018/19.
- Ambassadors:** Catherine, Simon and Kayleigh, your award-winning Ambassadors, report & follow up on your issues and welcome visitors.
- Evening and Night Time Economy (ENTE):** Achieve re-accreditation for Purple Flag & host a new event focused on promoting Canterbury as an Evening and Night Time destination to reach a wider, higher-spending audience.
- Training and Networking:** Continue free training events & free networking at a different location each month (an opportunity to showcase your business).

board members

elected October 2017



Clive Relf
Chair
Kreston Reeves



Alex Ridings
Think Agency



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



Caroline Hicks
Canterbury City
Council



Dave Hughes
Kent County Council



**Peter Scutt -
Vice Chair**
Whitefriars



Therese Heslop
Canterbury Cathedral



Craig Griffin
Canterbury Society
Treasurer



Prof Richard Scase
Canterbury Society



Lisa Carlson
Chief Executive
Canterbury
Connected BID

Our thanks to Declan Kelly, Jeremy Licence, Robert Brady and Bob Jones for their work as Board Members from 2014-2017.