

INVESTING IN BUSINESS PRIORITIES 2019-2024

Canterbury is seeking to renew the Business Improvement District for the city centre of Canterbury for another five-year term (13 October 2019 to 12 October 2024). In the last five years we have delivered...

VALUE FOR MONEY



By sourcing additional income streams, the **BID increased the levy investment into the city by 20%** totalling £2.9 million over the first five years (an additional £430,000 on top of the levy).

MARKETING



We **reached over 142 million people** through BID-funded marketing campaigns, promoting the city locally, nationally and internationally, driving footfall, dwell time and spend.

"The BID delivers fantastic value for money and it's reassuring to have the BID on your side with the day-to-day challenges of improving your business."

RACHEL SANDERS
BOCONCEPT

Canterbury Food and Drink Festival, the Shakespeare Festival, City Sound Project in the Park, King's Mile Trick or Treat, the Christmas Lights Switch On, Canterbury Festival and the Cathedral Quarter.

"In the last five years, since the BID has been in place, we have doubled our weekly sales and we're still growing. Without a doubt, this is down to the BID."

FILIPPE DA SILVA
MANAGER, ZIZZI'S



"There are huge benefits from working with BID - without it, Canterbury would be a very different place."

CI MARK WELLER
DISTRICT COMMANDER,
KENT POLICE

CLEANING



We **deep cleaned 13 miles of city streets** and introduced a pilot programme to tackle graffiti by funding anti-graffiti paint on grot-spots and by providing graffiti wipes to clean tags on lamp posts, doorways, signs and hoardings across the city.

EVENTS AND FESTIVALS



We invested £205,000 in funding events and festivals that support local businesses, **bringing over 285,000 people to the city** through events like Pride Canterbury, Wise Words Festival,

CRIME REDUCTION



Reported and resolved 4,054 incidents of anti-social behaviour, cleaning and public realm through the BID Ambassadors and hosted regular workshops with Kent Police and District Watch on crime reduction.

Secured Purple Flag throughout the 5 years and expanded the partnership to include Kent Police, District Watch, the Universities, community groups, Canterbury City Council, local security firms and Whitefriars security.



HIGHLIGHTS FOR BID 2 (2019-20204)

ATTRACT HIGHER-SPENDING VISITORS



The BID funded a new visitor economy strategy, which will shape city-wide promotional campaigns over the next five years and bring the Canterbury story to life through **high impact, targeted campaigns** promoting Canterbury as a first class retail, cultural and heritage destination, to encourage local and tourist spend.

PROVIDE BESPOKE SUPPORT FOR BUSINESS



The BID will provide **business insights** (footfall, vacancy rates, sales performance, transport & tourism), **free training** and **networking**, an Ambassador service to help you **report and resolve issues** and we will lobby on the issues that matter most to business (parking, public realm, cleaning and security).

IMPROVE THE EXPERIENCE



The BID will dedicate funds to develop public **WiFi**, improve **signage and wayfinding**, provide a new **rapid response cleaning service** and improve security through our **crime reduction partnership**.

WITHOUT THE BID?

Without the BID, these projects and services would not be taken forward, including:

£2.9m

Ringfenced investment into the city centre totalling over £2.9 million over the five years



City-focused business insights, research, market intelligence to assist in decision making



Ambassador support services, reporting and intelligence



Lobbying for business-led priorities



Christmas Lights and Lights Switch-On Event

"We believe the BID is the best way for our business to have a say in what happens in our city. Without a BID, Canterbury would lose £2.9 million of direct, business-led investment."

KARL ELLIOTT
MANAGING PARTNER, CLAGUE LLP



Local, regional and national advertising campaigns to drive footfall and spend



Seasonal City Guides and digital platform



National representation and best practice exchange through the wider BID industry



Events to drive footfall, dwell time and spend



Free hanging floral baskets for businesses



Free training programmes such as Window Display, Business Rates and Marketing



Financial support for Traders Associations



Purple Flag, Tourism or Bloom awards to raise the profile of the city



FIND OUT MORE...

For more detailed information, please visit www.canterburybid.co.uk/ballot-2019 where you can download the business plan.

To request a hard copy of the business plan, contact Canterbury BID on **01227 787 055**.



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