

Membership Programme



Canterbury Business Improvement District (BID)

Canterbury BID is an independent, business-led, not-for-profit initiative voted for by the businesses of Canterbury in July 2014 and again in July 2019 for another five-year term. Nationally, there are over 320 BIDs in the UK, including three in Kent (Canterbury was the first), investing over £150 million every year, giving business an independent voice and investing in business-led initiatives.

The BID is focussed on promoting Canterbury as a cultural heritage destination with a vibrant, exciting, well connected business community. We are here to help make Canterbury an attractive, clean, green, safe and enjoyable destination for everyone.

In the first BID term (2014-2019), we invested over £2.9 million in Canterbury. In 2020 the BID successfully launched the first city-wide gift card scheme in Kent, installed vinyls on over 100 city centre windows and invested in citywide WiFi. We kept our businesses connected through lockdown with digital meetings, webinars, marketing and newsletters. On reopening we supported local events, colourful street decorations and COVID-secure messaging for businesses to display. We will continue to support our businesses through the challenging recovery process.

How does Canterbury BID invest in the city?

£2.9m

Ringfenced investment



National representation and best practice exchange through the wider BID and placemaking industry



Seasonal city guides, maps and digital marketing materials



Lobbying for business-led priorities



Popular monthly **networking**



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



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



Events to drive footfall, dwell time and spend



City floral displays and promotion of green heritage



Dedicated training programmes



Christmas Lights and Lights Switch-On Event



Ambassador services: city-centre welcoming, reporting and business intelligence



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

Join Canterbury BID as a Member

Enjoy the range of benefits that come with being part of Canterbury's vibrant business community.*

Benefits

Exclusive training and business support

- Complimentary space at our training, networking and sector group meetings (all virtual during Covid)
- Subscription to our weekly City eNews
- Access to our monthly City Performance Reports
- Access to our image library on Flickr with rights-free images

Promotional opportunities

- Free inclusion to the Canterbury Gift Card scheme for retail businesses
- Brand exposure on the BID website (with a link to your website) and annual reports
- Opportunities for social media promotions or mentions
- Free marketing through MyCanterbury digital channels
- MyCanterbury discount cards for your staff (up to 6).

Membership of the Canterbury Business Improvement District (BID) is open to businesses and organisations in the Canterbury area who wish to support the investment the BID makes in Canterbury. Membership is subject to a contribution based on the size of your business and BID board approval.

How to join

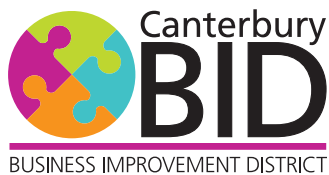
To register as a Member of Canterbury BID, or for more information, contact Emily Wells on 01227 787 055 or emily.wells@canterburybid.co.uk

Membership Rates (Annual)

- £250 + VAT (1 – 9 Employees)
- £500 + VAT (10 – 19 Employees)
- £750 + VAT (20 – 99 Employees)
- £1,000 + VAT (100 – 249 Employees)
- £2,500 + VAT (250 – 499 Employees)
- Negotiable (500+ Employees)

VAT must be charged as you are buying a marketing and publicity service from Canterbury Business Improvement District, which under UK law attracts VAT.

* Businesses in the BID area already contribute to the projects and activities of the BID as outlined in our Business Plan and receive all these benefits.



Canterbury – a vibrant,
exciting, well-connected and
successful business community



@CanterburyBID



Canterbury Business Improvement District

enquiries@canterburybid.co.uk
canterburybid.co.uk