



your
BID levy
explained



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. We are an award-winning Business Improvement District, recognised nationally, and our goal is to help support and facilitate your success.

Nationally, there are over **320 BIDs** in the UK, including three in Kent (Canterbury was the first), investing over **£130 million** every year, giving business an independent voice and investing in business-led initiatives.

The business community in Canterbury has shown incredible resilience and strength of character throughout the pandemic. It's been a challenging time and we know that we are still in a fragile recovery period. That said, Canterbury has a rich heritage, sports and cultural offering on top of a diverse and strong business community. We now need to build on that and give our residents, visitors, staff, customers and clients more reasons to come and enjoy our city.

Your BID team and board are here for you and will be looking at new and creative ways to support your business. This report shows you what has been achieved over the last year and what we can look forward to in the coming year.

We're all in this together and we look forward to supporting you.



Clare Millett

Chair of Canterbury BID and CEO of Westgate Community Trust (Canterbury) Ltd and Westgate Hall



Lisa Carlson

Chief Executive of Canterbury BID



Lisa Carlson
Chief Executive
Officer



Rachel Pilard
Marketing and
Communications
Manager



Lucy Martin
Operations
Manager
(job share)



Julia Wierucka
Operations
Manager
(job share)



Kathy Moulton
Marketing Executive



Emily Wells
Administrator



Simon Jackson
Ambassador
(Team Leader)



Drew Tucker
Ambassador



the impact of your **BID**

In a year that started with three local and national lockdowns, we have been delighted to see that since full reopening in July, Canterbury has been thriving, in particular with a strong staycation market and more recently with the return of students and their families. BID sponsored events like City Feast, Pride Canterbury and summer theatre in the Westgate Parks and the Marlowe forecourt, animating the city, driving footfall and spend. We saw footfall return to 90% of 2019 levels over the summer and the vacancy rate fell to 10%. As Christmas approaches, we intend to continue supporting this momentum with additional campaigns including a TV advert, Christmas trail and more!

£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



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



Events to drive footfall, dwell time and spend



Free hanging floral baskets for businesses



Free training programmes covering marketing, finance, legal updates and more



Seasonal City Guides, Shopping Maps and Website



National representation and best practice exchange through the wider BID industry



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



Gift Card ringfencing money into local economy



Social Media Campaigns increasing reach of audience both B2B and B2C



Financial support for Traders Associations

Canterbury is an award-winning BID



And proud member of



a snapshot of 2020-2021

Promote & Animate

To maximise footfall and spend and create a positive atmosphere.

- Ringfenced **£28,000** to be spent in over 100 registered businesses in Canterbury by launching the Canterbury Gift Card.
- Sent out **495,000** MyCanterbury emails promoting businesses and events across the city and increased Facebook reach by 170% in the last year.
- Produced 20 videos including training webinars, promotional reopening videos along with a digital Christmas Light Switch-on culminating in a reach of over **90,000**.
- Displayed **360** hanging baskets, **5 miles** of Christmas lights and **150** window vinyls in the city, including the Christmas Selfie Trail and a vinyl series celebrating Canterbury's green spaces and pollinators.
- Increased the BID's Instagram following by **18%** in the last year while our daily Twitter feed created **46,000** impressions.

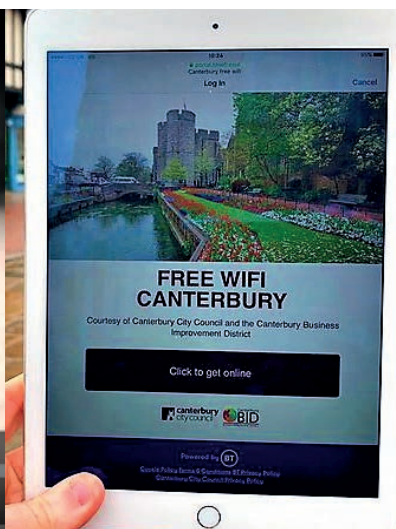
- **Produced marketing campaigns** focused on driving footfall and spend, and keeping our business community front of mind: Canterbury Is Christmas; #iPledge; #ShopLocalBlackFriday and Summer of Rewards.

- Promoted over 70 local businesses through the Canterbury Summer Guide with **20,000** copies distributed between July and September. Rewards.
- Sponsored the following events to keep the city vibrant and to drive footfall and spend: Wimbledon at Whitefriars, Pride Canterbury, Canterbury Festival, Student Shopping Night, City Feast, Summer Festival at the Marlowe (with bOing), Green Hop Beer Fortnight and The Hound of the Baskervilles in the Westgate Gardens.
- Celebrated reopening with a special edition Canterbury Shopping Map, including door to door distribution to encourage residents to shop locally.

Support & Represent

Providing business support and ensuring your voice is heard.

- Lobbied for businesses interests at **17 steering groups** & forums (including road works, transport & access, rough sleeps, night time economy, graffiti, heritage, marketing).





- Launched a new **Investor Forum** alongside our existing sector groups.
- Leveraged **additional funding** from the government's Reopening the High Street Safely and Welcome Back fund for bunting, photo shoots for our hospitality industry, short films to support reopening, pavement stickers, reopening guide & print outs and advertising for the Summer of Rewards campaign.
- Held **23 training, sector group, networking and consultation sessions** covering transport, legal advice, inward investment, marketing, property law and more.
- Formed online **consultation groups** enabling businesses to discuss city centre consultations including parking, St George's St, Local Plan and the Council's Corporate Plan.
- BID CEO Lisa Carlson continues to **represent Canterbury** at the All Party Parliamentary Group for Town Centres while also chairing the Association of Town and City Management.
- Joined the board of **Canterbury Climate Action Partnership** and the Council's Climate Change Partnership, and joined Plastic Free Canterbury, to represent business interests in the transition to a net zero economy.

Improving the Experience

Creating a positive atmosphere for customers, clients, staff and visitors

- Partnered with Canterbury City Council to roll out free **city wide WiFi** – providing new data for the city and a reason for people to dwell.
- Received **Purple Flag** accreditation for the 8th year.
- Deep-**cleaned** the High Street, distributed free graffiti wipes and tackled graffiti hot spots, cleaning and treating with anti-graffiti paint.
- Attended weekly **Tactical Coordination Group** meetings with Kent Police, CCC Enforcement, Licensing, District Watch and other statutory groups, to work on solutions to business crime, safety and security.
- Created awareness campaigns around Purple Flag, the Safety Hubs, District Watch and provided a **new support** directory for businesses to use for reporting purposes.





What's happening in year 3 (2021-2022)

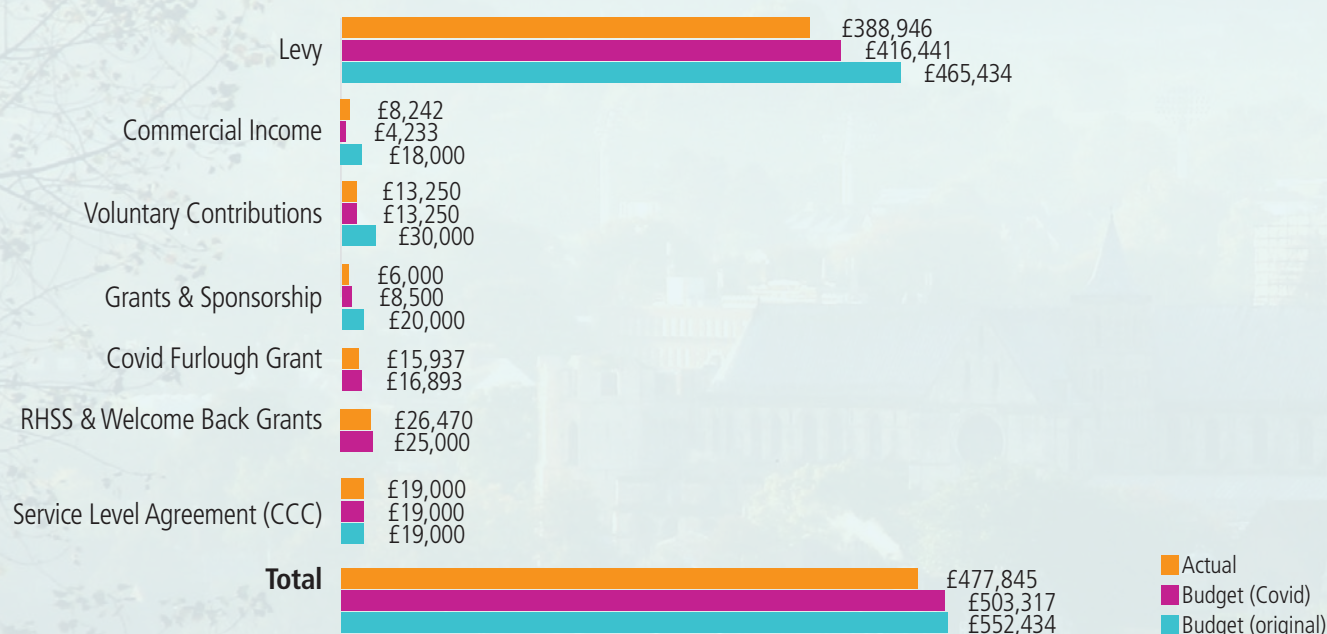
Canterbury BID is dedicated to supporting our city's recovery, whether it is through enhancing the trading environment and user experience, generating tangible value and cost savings for businesses, promoting and supporting those trading in the city – as well as inspiring new visitors (locals and tourists) to discover all that our city has to offer. We want Canterbury to be an appealing place for your business and your staff, clients and customers.

This year, in addition to our usual activities our new proposals include:

- Christmas campaign with a new TV Advert
- Lego Brickmas Trail across the city to tie in with the Beaney's Merry Brickmas Exhibition
- New look Christmas Lights Switch On Event
- Enhanced Shop Local campaigns through MyCanterbury
- Continued event support to drive targeted footfall and spend

2020-2021 financial report*

Income



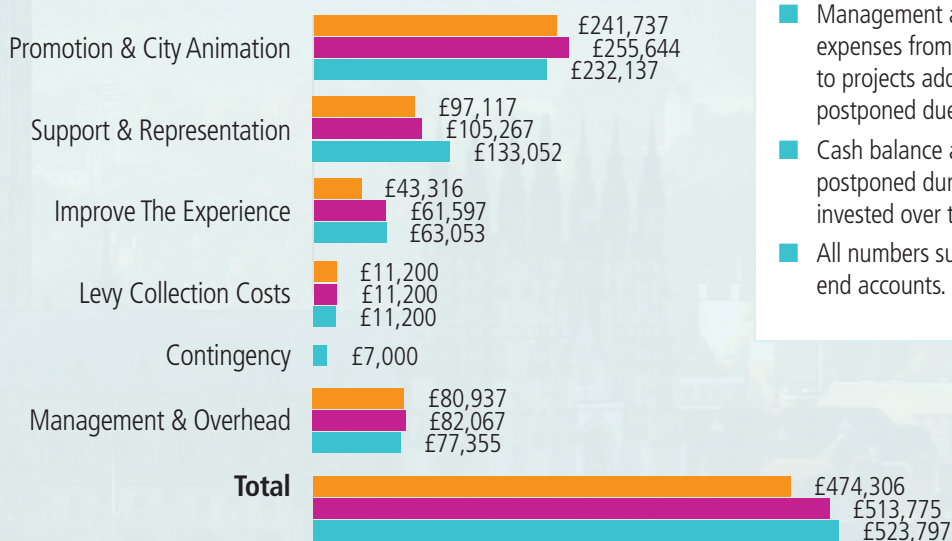


- Exciting new training programme including 'The Canterbury Welcome' to support customer service in the city
- New projects to support inward investment
- New city centre performance dashboard for data at your fingertips
- Net zero business support including new Green Business Awards
- Clean streets - continued work to tackle graffiti and litter
- New trade waste procurement project
- Support for the newly forming Castle Quarter, alongside the city's other quarters.

*Notes

- The levy is 1.6% of the Rateable Value (RV) of every business with a RV of £1,700 and above.
- Exceptions are: **1.** Whitefriars businesses who pay a Service Charge to Whitefriars for some of the services the BID delivers. **2.** Charities which carry out their core activity in their premises are discounted by 80% (not charity shops).
- 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.
- Management and Overheads include some expenses from year 1; other variations due to projects added to support recovery or postponed due to the pandemic.
- Cash balance at year end due to activity postponed during the pandemic, which will be invested over the next three years.
- All numbers subject to confirmation in the year end accounts.

Expenditure



■ Actual
■ Budget (Covid)
■ Budget (original)

BID Board Members

Your BID is operated by a BID team led by a voluntary Board of Directors, representing the business sectors who operate in the city. On the 6th April 2021 we were delighted to welcome 11 new board members following our mid-term elections, and in September we welcomed Clare Millett as Chair and Paul Turner as Vice Chair.



Clare Millett
Chair – Westgate Hall



Paul Turner
Vice Chair – The Marlowe Theatre



Alexandra Gordon
Brachers



Blake McCaskill
Republic Events



Clive Relf
Kreston Reeves



Dan Grimwood
The Refectory Kitchen



David Lewis
Café des Amis / Café du Soleil



David Lilford
Lilford Gallery & Lilford Framing



David Wilkinson
Canterbury Cathedral



Joanna Richardson
Shepherd Neame



Jon Mills
The Foundry



Karl Elliott
Clague Architects



Marco Keir
Canterbury Christ Church University



Mark Pegg
Loake Shoemakers



Mark Stuart
Whitefriars



Philip Pothén
University of Kent



Rachel Sanders
BoConcept



Sarah Wren
Oscar and Bentleys



Simon Youden
Fenwick



Suzi Wakeham
Canterbury City Council



Beverley Paton
Observer
Canterbury Society



David Kemsley
Observer
ACRA Chair



Chief Inspector Mark Hedges
Observer
Kent Police

getting in touch

For questions about your levy bill, 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 more about Canterbury BID projects, contact the BID team directly on

T: 01227 787055 | E: enquiries@canterburybid.co.uk | W: canterburybid.co.uk