

COMPANY REGISTRATION NUMBER: 06937002

**Canterbury Connected CIC
Company Limited by Guarantee
Unaudited Financial Statements
30 September 2021**

BURGESS HODGSON LLP

Chartered accountants
Camburgh House
27 New Dover Road
Canterbury
Kent
CT1 3DN

Canterbury Connected CIC
Company Limited by Guarantee
Financial Statements
Year ended 30 September 2021

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Canterbury Connected CIC
Company Limited by Guarantee
Directors' Report
Year ended 30 September 2021

The directors present their report and the unaudited financial statements of the company for the year ended 30 September 2021.

Directors

The directors who served the company during the year were as follows:

Mr D J Grimwood	
Mr M R L Keir	
Mr D J Lilford	
Mr C N Relf	
Mr M R Stuart	
Mr B R McCaskill	
Mr K W Elliott	
Ms C C Millett (Board Chair)	
Mr P J L Turner (Board Vice Chair)	
Ms R E Bishop	(Appointed 21 April 2021)
Ms A N Gordon	(Appointed 21 April 2021)
Mr L Lewis	(Appointed 21 April 2021)
Mr J C Mills	(Appointed 21 April 2021)
Mr M Pegg	(Appointed 21 April 2021)
Dr P N Pothen	(Appointed 5 July 2021)
Ms J Richardson	(Appointed 21 April 2021)
Mr D B Wilkinson	(Appointed 21 May 2021)
Ms S J Wren	(Appointed 21 April 2021)
Mr S J Youden	(Appointed 21 April 2021)
Ms C Hicks	(Resigned 7 May 2021)
Ms P M Gillespie	(Resigned 21 April 2021)
Mr J P Fitter-Harding	(Resigned 21 April 2021)
Mr D M Redgate	(Resigned 21 April 2021)

Canterbury Connected CIC

Company Limited by Guarantee

Directors' Report *(continued)*

Year ended 30 September 2021

Business review

The report reflects the activities of Canterbury Connected CIC in running the Canterbury Business Improvement District (BID) in the second year of its second five-year term, from 1st October 2020 to 30th September 2021.

Income is derived from the BID levy, voluntary contributions from local organisations who are either not levy payers but wish to contribute as they support the BID in its ongoing activities; a Service Level Agreement with Canterbury City Council for the delivery of an agreed action plan (Purple Flag, monthly reporting, Destination Management Plan); commercial income derived from the MyCanterbury marketing and loyalty platform; and sponsorship or contributions to events and projects (Christmas marketing and Canterbury in Bloom); and in addition, due to Covid, the following grants: Covid-19 Furlough Grant and the Reopening the High Street Safely (RHSS) / Welcome Back grants.

The impact of the pandemic meant that some projects and activities had to be postponed, resulting in a surplus that will be invested in 2022-24.

Here are some highlights from 2020-21:

In March 2021, elections were held for Canterbury BID's Board of Directors. There were 21 candidates for 15 positions and eight new Board directors were elected, joining seven incumbents and five designated directors and three observers. A full list of the Board is available on the BID website. The Board appointed Clare Millett as Chair and Paul Turner as Vice Chair in September 2021.

Promote & Animate: to maximise footfall and spend and create a positive atmosphere, Canterbury BID:

- Launched a new Canterbury Gift Card programme in Autumn 2021, ringfencing £28,000 to be spent in over 120 registered businesses in Canterbury by December.
- 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; Shop Local Black Friday and Summer of Rewards.
- Promoted over 70 local businesses through the Canterbury Summer Guide with 20,000 copies distributed between July and September.
- 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.

Canterbury Connected CIC

Company Limited by Guarantee

Directors' Report *(continued)*

Year ended 30 September 2021

- Celebrated reopening with a special edition Canterbury Shopping Map, including door to door distribution to encourage residents to shop locally.

Support & Represent: to provide business support and represent business interests, we:

- 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, attended by over 770 people.
- 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.
- Brought the Ambassador service in house in March 2021, saving the BID money and enabling us to tailor the service to better meeting the needs of the business community in Canterbury.
- 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: to create a positive atmosphere for customers, clients, staff and visitors, Canterbury BID:

- 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.

It is noted that the Rent is increased in 2021 due in part to timing differences on payments and not including payments in 2020 amounting to £3,182.

Canterbury Connected CIC

Company Limited by Guarantee

Directors' Report *(continued)*

Year ended 30 September 2021

Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

This report was approved by the board of directors on and signed on behalf of the board by:



Ms C C Millett (Board Chair)
Director



Mr P J L Turner (Board Vice Chair)
Director

Registered office:
Camburgh House
27 New Dover Road
Canterbury
Kent
United Kingdom
CT1 3DN

Canterbury Connected CIC
Company Limited by Guarantee
Statement of Income and Retained Earnings
Year ended 30 September 2021

	Note	2021 £	2020 (restated) £
Turnover		563,885	528,537
Cost of sales		<u>427,662</u>	<u>380,916</u>
Gross profit		136,223	147,621
Administrative expenses		144,468	141,110
Other operating income		<u>16,076</u>	<u>43,851</u>
Operating profit		7,831	50,362
Other interest receivable and similar income		<u>7</u>	<u>54</u>
Profit before taxation	6	7,838	50,416
Tax on profit		<u>-</u>	<u>10</u>
Profit for the financial year and total comprehensive income		<u>7,838</u>	<u>50,406</u>
Retained earnings at the start of the year		156,600	106,194
Retained earnings at the end of the year		<u>164,438</u>	<u>156,600</u>

All the activities of the company are from continuing operations.

The notes on pages 8 to 11 form part of these financial statements.

Canterbury Connected CIC
Company Limited by Guarantee
Statement of Financial Position

30 September 2021

	Note	2021 £	£	2020 (restated) £
Fixed assets				
Tangible assets	7		2,248	2,143
Current assets				
Debtors	8	80,503		14,763
Cash at bank and in hand		<u>172,603</u>		<u>210,619</u>
		253,106		225,382
Creditors: amounts falling due within one year	9	<u>62,916</u>		<u>56,925</u>
Net current assets			<u>190,190</u>	<u>168,457</u>
Total assets less current liabilities			<u>192,438</u>	<u>170,600</u>
Provisions				
Other provisions			<u>28,000</u>	<u>14,000</u>
Net assets			<u>164,438</u>	<u>156,600</u>
Capital and reserves				
Profit and loss account			<u>164,438</u>	<u>156,600</u>
Members funds			<u>164,438</u>	<u>156,600</u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with Section 1A of FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

For the year ending 30 September 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

The statement of financial position
continues on the following page.
The notes on pages 8 to 11 form part of these financial statements.

Canterbury Connected CIC
Company Limited by Guarantee
Statement of Financial Position *(continued)*

30 September 2021

These financial statements were approved by the board of directors and authorised for issue on, and are signed on behalf of the board by:



Ms C C Millett (Board Chair)
Director



Mr P J L Turner (Board Vice Chair)
Director

Company registration number: 06937002

The notes on pages 8 to 11 form part of these financial statements.

Canterbury Connected CIC
Company Limited by Guarantee
Notes to the Financial Statements
Year ended 30 September 2021

1. General information

The company is a private company limited by guarantee, registered in England and Wales. The address of the registered office is Camburgh House, 27 New Dover Road, Canterbury, Kent, CT1 3DN, United Kingdom.

2. Statement of compliance

These financial statements have been prepared in compliance with Section 1A of FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland'.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Revenue recognition

BID Levy Income represents amounts invoiced to businesses who are liable to pay the levy. This income is collected for the company by a third party.

Income tax

The taxation expense represents the aggregate amount of current tax recognised in the reporting period. Tax is recognised in profit or loss, except to the extent that it relates to items recognised in other comprehensive income or directly in equity. In this case, tax is recognised in other comprehensive income or directly in equity, respectively.

Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Office equipment - 33% straight line

Canterbury Connected CIC
Company Limited by Guarantee
Notes to the Financial Statements *(continued)*

Year ended 30 September 2021

3. Accounting policies *(continued)*

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

Government grants

Government grants are recognised at the fair value of the asset received or receivable. Grants are not recognised until there is reasonable assurance that the company will comply with the conditions attaching to them and the grants will be received.

Provisions

Provisions are recognised when the entity has an obligation at the reporting date as a result of a past event, it is probable that the entity will be required to transfer economic benefits in settlement and the amount of the obligation can be estimated reliably. Provisions are recognised as a liability in the statement of financial position and the amount of the provision as an expense.

Provisions are initially measured at the best estimate of the amount required to settle the obligation at the reporting date and subsequently reviewed at each reporting date and adjusted to reflect the current best estimate of the amount that would be required to settle the obligation. Any adjustments to the amounts previously recognised are recognised in profit or loss unless the provision was originally recognised as part of the cost of an asset. When a provision is measured at the present value of the amount expected to be required to settle the obligation, the unwinding of the discount is recognised as a finance cost in profit or loss in the period it arises.

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Debt instruments are subsequently measured at amortised cost.

4. Company limited by guarantee

The company is limited by guarantee and consequently does not have share capital. In the event of a liquidation, each of the members is liable to contribute an amount not exceeding £1 towards the assets of the company.

5. Employee numbers

The average number of persons employed by the company during the year amounted to 7 (2020: 6).

This increase was due to maternity cover.

Canterbury Connected CIC

Company Limited by Guarantee

Notes to the Financial Statements *(continued)*

Year ended 30 September 2021

6. Profit before taxation

Profit before taxation is stated after charging:

	2021	2020 <i>(restated)</i>
	£	£
Depreciation of tangible assets	<u>1,308</u>	<u>1,555</u>

7. Tangible assets

	Equipment £	Total £
Cost		
At 1 October 2020 (as restated)	8,628	8,628
Additions	<u>1,413</u>	<u>1,413</u>
At 30 September 2021	<u>10,041</u>	<u>10,041</u>
Depreciation		
At 1 October 2020	6,485	6,485
Charge for the year	<u>1,308</u>	<u>1,308</u>
At 30 September 2021	<u>7,793</u>	<u>7,793</u>
Carrying amount		
At 30 September 2021	<u>2,248</u>	<u>2,248</u>
At 30 September 2020	<u>2,143</u>	<u>2,143</u>

8. Debtors

	2021	2020 <i>(restated)</i>
	£	£
Trade debtors	16,281	4,300
Other debtors	<u>64,222</u>	<u>10,463</u>
	<u>80,503</u>	<u>14,763</u>

9. Creditors: amounts falling due within one year

	2021	2020 <i>(restated)</i>
	£	£
Trade creditors	18,093	31,678
Corporation tax	–	10
Social security and other taxes	7,375	16,114
Credit card	950	421
Other creditors	<u>36,498</u>	<u>8,702</u>
	<u>62,916</u>	<u>56,925</u>

Canterbury Connected CIC

Company Limited by Guarantee

Notes to the Financial Statements *(continued)*

Year ended 30 September 2021

10. Prior period adjustments

The entity has restated the presentation of salaries to reflect the management information and are thus disclosed under direct costs for.

11. Related party transactions

During the year, the company supported the following events in the city centre with which some BID directors had a declared interest: Wimbledon Screen (£1,500) and Summer at The Marlowe (£2,000).

During the year Canterbury City Council paid the company £19,000 (2020: £19,000) to carry out the following services: reporting on vacancy rates, footfall, visitor and shopper feedback and sales performance; co-ordinating and delivering of the Destination Management Plan; and managing of the Purple Flag accreditation process.

**Canterbury Connected CIC
Company Limited by Guarantee
Management Information
Year ended 30 September 2021**

The following pages do not form part of the financial statements.

Canterbury Connected CIC

Company Limited by Guarantee

Chartered Accountant's Report to the Board of Directors on the Preparation of the Unaudited Statutory Financial Statements of Canterbury Connected CIC

Year ended 30 September 2021

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Canterbury Connected CIC for the year ended 30 September 2021, which comprise the statement of income and retained earnings, statement of financial position and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at www.icaew.com/en/membership/regulations-standards-and-guidance.

This report is made solely to the Board of Directors of Canterbury Connected CIC, as a body. Our work has been undertaken solely to prepare for your approval the financial statements of Canterbury Connected CIC and state those matters that we have agreed to state to you, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF as detailed at www.icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Canterbury Connected CIC and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that Canterbury Connected CIC has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Canterbury Connected CIC. You consider that Canterbury Connected CIC is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Canterbury Connected CIC. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

BURGESS HODGSON LLP
Chartered accountants

Camburgh House
27 New Dover Road
Canterbury
Kent
CT1 3DN

Canterbury Connected CIC

Detailed Income Statement

Year ended 30 September 2021

	2021	2020
	£	(restated) £
Turnover		
BID Levy Income	489,931	490,339
BID Income - Voluntary Contributions	13,250	3,661
Canterbury City Council Service LEvel Agreement	19,000	19,000
Grants and Contributions	33,362	7,202
Other Income - MyCanterbury	8,342	8,335
	<u>563,885</u>	<u>528,537</u>
Cost of sales		
Canterbury in Bloom	39,622	36,643
Cleaning and graffiti removal	14,054	14,097
Evening & Night Time Economy	14,406	14,032
A Safer City (District Watch)	13,861	13,303
Marketing (Including MyCanterbury)	43,641	31,412
City Centre Performance - footfall & surveys	21,086	17,925
B2B networking and training	14,288	16,204
Christmas lights and events	88,969	97,482
Canterbury Wi-Fi Project	32,710	—
Vyniling and Street Decorations	29,490	30,200
Levy collection	11,200	16,490
Communication with levy payers	21,008	16,027
BID Memberships	1,485	1,245
The Canterbury Gift Card	14,409	—
Event development	18,678	17,269
BID Ambassadors	48,755	58,587
	<u>427,662</u>	<u>380,916</u>
Gross profit	<u>136,223</u>	<u>147,621</u>
Overheads		
Administrative expenses	144,468	141,110
Other operating income		
Government grant income	16,076	43,851
Operating profit	<u>7,831</u>	<u>50,362</u>
Other interest receivable and similar income	7	54
Profit before taxation	<u>7,838</u>	<u>50,416</u>

Canterbury Connected CIC
Notes to the Detailed Income Statement
Year ended 30 September 2021

	2021	2020 <i>(restated)</i>
	£	£
Administrative expenses		
Wage costs apportioned to administration	38,133	37,242
Staff recruitment	—	340
Rent	24,392	11,773
Insurance	2,254	1,960
Repairs and maintenance	4,956	5,677
Travel and subsistence	149	940
Telephone and website costs	1,678	2,672
Computer costs	6,360	4,187
Printing, stationery and postage	832	1,665
Staff training	—	199
Staff welfare	—	100
Sundry expenses	872	397
Legal and professional fees	5,029	1,624
Bookkeeping	5,625	5,528
Accountancy fees	3,000	3,000
Depreciation of Equipment	1,308	1,555
Levy not yet recovered	49,626	62,000
Bank charges	254	251
	<u>144,468</u>	<u>141,110</u>
 Other interest receivable and similar income		
Interest on cash and cash equivalents	<u>7</u>	<u>54</u>

