



# Annual Report

Your award-winning Business Improvement District, recognised nationally with the goal of helping support and facilitate your success. visit (ANTERBURY





Canterbury is an award-winning BID ...















...and proud member of

## The impact of your BID

most of our beautiful city and its fantastic culture, heritage and commerce.

Business Improvement Districts are independent, business-led, not-for-profit initiatives that agree by ballot every five years to pay an extra levy to fund activities and services that will improve the trading environment. Canterbury

There are over 330 BIDs in the UK, including three in Kent (Canterbury was the first), investing over £134 million every year, giving business an independent voice and investing in business-led initiatives.

our three work strands - PROMOTE & ANIMATE, SUPPORT & REPRESENT, IMPROVE THE EXPERIENCE and is available on the BID website.



#### **Clare Millett** Chair of Canterbury BID and CEO of Westgate Community Trust (Canterbury) Ltd and Westgate Hall



Paul Turner Vice Chair of Canterbury BID and Chief Financial Officer of The Marlowe Trust

## This year's highlights

Raised £178,152 on top of the levy through sponsorship, commercial income, grants and voluntary membership.

**Ringfenced £100,000** for the 120 participating businesses through the Canterbury Gift Card and launched a Night Out Gift Card.

Launched a Business Cost Savings Programme with free support, guidance and negotiations around all business related costs, with **£76,000** in savings identified so far.

Attracted 30,000+ visitors to Canterbury through BID-run events (Medieval Pageant, Christmas Light Parade, Student Shopping Festival and Halloween).

## A snapshot of 2022-23

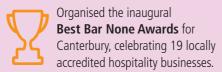
The projects, activities and priorities for Canterbury BID are set out in the Business Plan, which is developed in consultation with businesses and organisations in the city, and overseen by an elected Board of Directors who all represent the business community in the city.

Total\*

#### Relaunched Visit Canterbury with a new consortium, targeting visitors, students, locals and new businesses and offering free event and business listings.



Provided 24 businesses with free Zero Tolerance training and accreditation, a locally-developed scheme part funded via Safer Streets.



Supported the 2022 Climate Action Festival and the city's first Climate Change Awards.

Benchmarked carbon footprint at all BID events with Reward Events.



Medieval Pageant and Family Trail saw 10,000+ heritage site visits during the 6-hour trail event.

Partnered with Whitefriars to create a city-wide Student Shopping Festival



Produced and circulated 43.000 seasonal city guides, 12,000 shopping maps and 1,070 MyCanterbury Local Offers Cards.

Produced a Christmas Light Parade featuring 50+ handmade lanterns created by local families.

Sponsored events that encourage footfall and dwell time in the city centre including Pride Canterbury, Shakespeare Festival, Canterbury Festival and more.



**Expanded City Animation Programme** from Christmas lights and floral displays to city-wide bunting and

window vinyls (and soon lamp post columns reinstated in the King's Mile).

Supported the **Castle Quarter** and Westgate Quarter to launch new branding to help raise awareness, support recruitment and drive footfall.

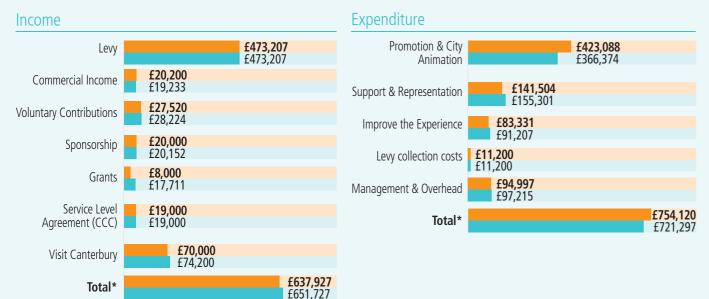
Further developed "The Becket" street cleaning programme with the BID's cleaning machine to be responsive to your needs.



Created a Halloween marketing campaign and activities resulting in a the busiest day of 2022 in Canterbury.

## 2022-2023 Financial Report (Oct 2022 - Sep 2023)\*

Budget Actual (projected)



#### \*Notes

An explanation of how the levy is calculated (the "Levy Rules") is available on the BID website.

1. The BID's Reserves Policy means that the underspend in years 1 and 2 (due to the pandemic) could be invested in years 3, 4 & 5 (2021-24).

2. In addition, levy collection improved throughout the year, enabling further investment. The financial year ends on 30 September 2023.

3. These numbers are projections for the final quarter and all subject to confirmation in the year-end accounts which are published in full on Companies House.

## What's happening in year 5 (2023-2024)

#### In addition to our usual activities, our new proposals include:

- Visit Kent
- - and the Canterbury Culture group

  - Develop an Inward Investment Toolkit





- Supporting the launch of a Westgate Quarter
- Extending Business Cost Savings Scheme to 2023-24
- **Best Bar None Accreditations and Awards** in 2024
- Co-fund an international marketing campaign through Visit Canterbury and
- Provide support in the development of the Levelling Up Project
- Commission a **Night Time Strategy** for Canterbury
- Design and distribute a **new Wild Stour leaflet** as part of Bloom 2023 to promote the amazing habitat provided by the River Stour
- **Support and promote local events** through BID, MyCanterbury and Visit Canterbury
- Invest in street installations year-round to bring colour to the city
- Develop a **travel campaign** that promotes access to the city
- Continue to focus on **Safety and Security** in the city

#### To find out more about Canterbury BID projects: contact the BID team directly on 01227 787055 or email enquiries@canterburybid.co.uk

### To sign up for paperless billing: visit canterbury.gov.uk/paperlessbidbill

### 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).





#### 8 ways to get maximum value from your BID levy:

- 1 Sign up and read our regular e-newsletter for businesses.
- 2 Join our monthly business **networking**.
- 3 Save costs by signing up to the free PSP **Business Cost Reduction Service**.
- 4 Tell us which grot spots need cleaning.
- 5 Follow us on **social media** and tag us in your posts.
- 6 Head to Visit Canterbury and ensure your business is correctly listed.
- 7 Get involved with marketing campaigns (Medieval Pageant, Student Festival, Halloween, Christmas and more).
- 8 Send us content for our weekly MyCanterbury and BID eNewsletters.



## **BID Board Members**

A full list of BID Board Members (elected April 2021) is available on the BID website.

## Canterbury BID **Team**



Lisa Carlson Chief Executive Officer



**Rachel Pilard** Head of Marketing and Communications



Operations

Manager

(job share)

Julia Wierucka Operations Manager (job share)



**Business** 

Manager

Development



Administrato



Simon Jackson Ambassador

(Team Leader)



Zak Rees Ambassador

#### canterburybid.co.uk