



# Annual Report 2022-2023

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



Canterbury is an award-winning BID...

...and proud member of





# The impact of your BID

Canterbury BID is dedicated to supporting the city's business community. We're focused on improving the trading environment and playing our part to solve the city's challenges and to encourage locals and visitors to make the 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 BID was voted for by the businesses of Canterbury in July 2014 and again in July 2019 for another five-year term.

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 **MISSION** is to help make Canterbury a vibrant, exciting, well-connected and successful business community and an attractive, clean, green, safe, enjoyable destination for everyone. The full Business Plan covers the detail of 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.

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

Hosted 20+ **free networking, training** and consultation sessions.

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

Organised the inaugural **Best Bar None Awards** for Canterbury, celebrating 19 locally accredited hospitality businesses.

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

Benchmarked **carbon footprint** at all BID events with Reward Events.

Organised a 6-week **Christmas campaign** with a reach of **10 million**.

**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)

## Income

Levy	<div><div></div><div></div></div> <div><div>£473,207</div><div>£473,207</div></div>
Commercial Income	<div><div></div><div></div></div> <div><div>£20,200</div><div>£19,233</div></div>
Voluntary Contributions	<div><div></div><div></div></div> <div><div>£27,520</div><div>£28,224</div></div>
Sponsorship	<div><div></div><div></div></div> <div><div>£20,000</div><div>£20,152</div></div>
Grants	<div><div></div><div></div></div> <div><div>£8,000</div><div>£17,711</div></div>
Service Level Agreement (CCC)	<div><div></div><div></div></div> <div><div>£19,000</div><div>£19,000</div></div>
Visit Canterbury	<div><div></div><div></div></div> <div><div>£70,000</div><div>£74,200</div></div>
<b>Total*</b>	<div><div></div><div></div></div> <div><div><b>£637,927</b></div><div><b>£651,727</b></div></div>

## Expenditure

Promotion & City Animation	<div><div></div><div></div></div> <div><div>£423,088</div><div>£366,374</div></div>
Support & Representation	<div><div></div><div></div></div> <div><div>£141,504</div><div>£155,301</div></div>
Improve the Experience	<div><div></div><div></div></div> <div><div>£83,331</div><div>£91,207</div></div>
Levy collection costs	<div><div></div><div></div></div> <div><div>£11,200</div><div>£11,200</div></div>
Management & Overhead	<div><div></div><div></div></div> <div><div>£94,997</div><div>£97,215</div></div>
<b>Total*</b>	<div><div></div><div></div></div> <div><div><b>£754,120</b></div><div><b>£721,297</b></div></div>

## \*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:

- 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 Visit Kent
- 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 and the Canterbury Culture group
- Invest in **street installations** year-round to bring colour to the city
- Develop a **travel campaign** that promotes access to the city
- Develop an **Inward Investment Toolkit**
- 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



**Lucy Martin**  
Operations  
Manager  
(job share)



**Julia Wierucka**  
Operations  
Manager  
(job share)



**Jo Taborn**  
Business  
Development  
Manager



**Emily Wells**  
Administrator



**Simon Jackson**  
Ambassador  
(Team Leader)



**Zak Rees**  
Ambassador