

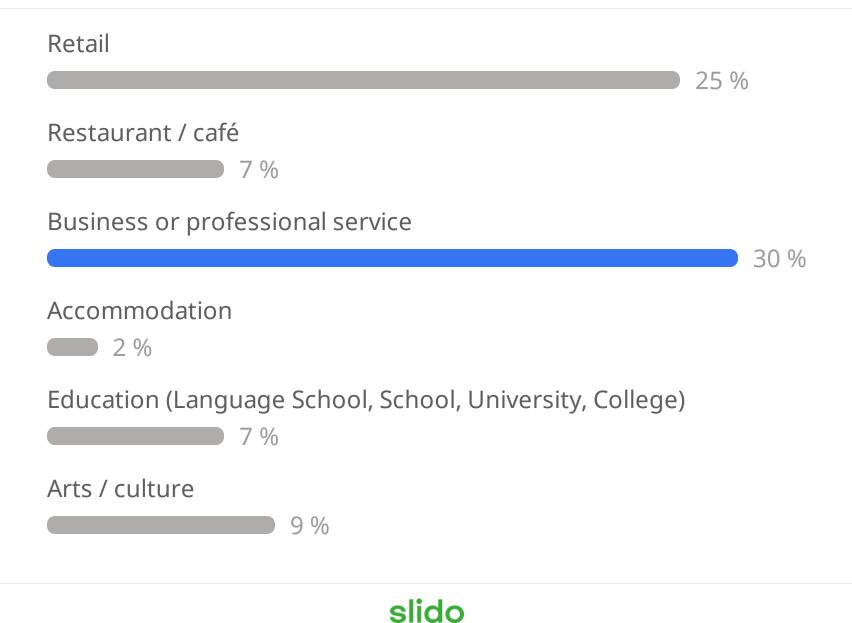
AGM Consultation Final 20 June 2023

Poll results

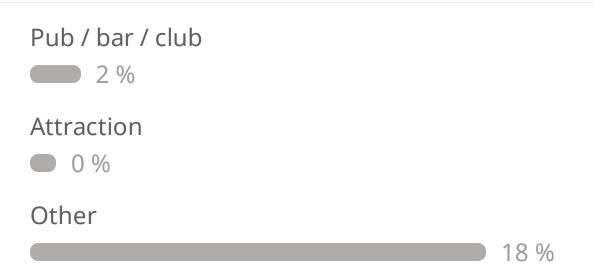
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- Which of these best describes your business
- Is your business an Independent, National Chain (including Franchises), Public Sector, Higher Education or Charity/Third Sector?
- How long have you been trading in the city?
- What do you consider to be the top challenge facing your business in the next 3-5 years?
- What do you consider to be a key opportunity Canterbury has in the next 3-5 years? (ideas can be big or small / sector specific or generic / one area of the city or all areas!)
- Promote & Animate: Which 2 areas of the BID's work do you most value?
- Support & Represent: Which 2 areas of the BID's work do you most value?
- Improving the Experience: Which 2 areas of the BID's work do you most value?
- What NEW project would you like Canterbury BID to consider delivering in the next 3-5 years?
- Thank you for sharing your thoughts and ideas with us!

Which of these best describes your business (1/2)



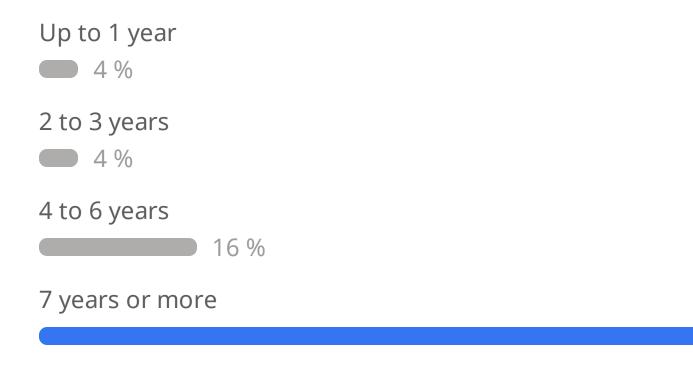
Which of these best describes your business (2/2)



Is your business an Independent, National Chain (including Franchises), Public Sector, Higher Education or Charity/Third Sector?

Independent	
	49 %
National	
17 %	
Public Sector	
15 %	
Higher Education	
6 %	
Charity / Third Sector	
13 %	

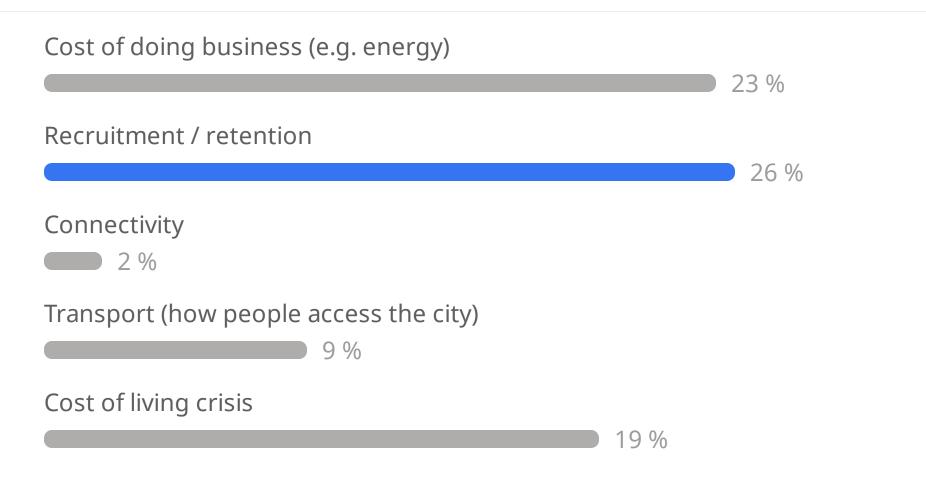
How long have you been trading in the city?



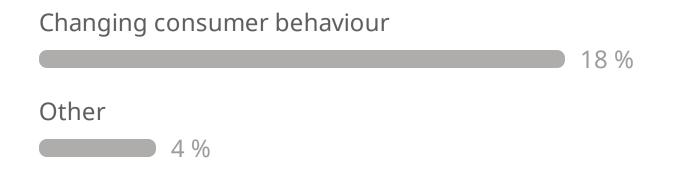
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77 %

What do you consider to be the top challenge facing your business in the next 3-5 years? (1/2)



What do you consider to be the top challenge facing your business in the next 3-5 years? (2/2)





What do you consider to be a key opportunity Canterbury has in the next 3-5 years? (ideas can be big or small / sector specific or generic / one area of the city or all areas!)



Promote & Animate: Which 2 areas of the BID's work do you most value?

1.	City decorations (lights, bunting, flowers)	
		1.09
2.	Events: sponsorship and BID events	0.02
_		0.83
3.	Marketing campaigns	0.81
Л	Cuides and Mans	0.01
4.	Guides and Maps	0.26
5.	Canterbury Gift Card / Night Out Gift Card	••
J.		0.02

Support & Represent: Which 2 areas of the BID's work do you most value?

1.	Training and networking sessions	
		1.16
2.	Lobbying and representation	
		0.71
3.	Business insights	
		0.52
4.	Climate Action – training, Climate Awards support, green business events, carbon benchmarking	
		0.41
5.	Business Cost Reduction scheme (£80,000 in savings identified so far)	
		0.20

Improving the Experience: Which 2 areas of the BID's work do you most value?

- 1. Safety & Security: safe havens, safety hubs, business crime reduction
- Awards: Purple Flag, Bloom, Tourism
 Awards: Purple Flag, Bloom, Tourism
 0.70
 Responsive cleaning with 'The Becket'
 0.50
 Reporting and resolving issues
 0.44
 Accreditations: Zero Tolerance, Best Bar None
 0.37

What NEW project would you like Canterbury BID to consider delivering in the next 3-5 years?

