



your  
**BID** levy  
explained

Annual Report 2021-2022



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 **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.

Canterbury BID raises over **£500,000** annually from the BID levy including an additional **£114,423** from commercial income, voluntary contributions, sponsorship and grants. Our accounts are published in full on Companies House and we produce this report every year.

Canterbury BID covers a defined area of the city centre where the team work to improve the trading environment and identify additional projects and services that develop the city centre.

The projects, activities and priorities for Canterbury BID are set out in the Business Plan, which is developed in consultation, revised every five years at Ballot and available on the Canterbury BID website. The BID Board sets the agenda, priorities, and budget in line with the Business Plan, which are split into the following three workstrands:

### 1. Promote and Animate

Funding targeted promotional campaigns, events and festivals focussed on encouraging dwell time and spend, and animating the streetscape with floral displays, window vinyls and Christmas lights.

### 2. Support and Represent

Providing networking and training events, business insights, representation and lobbying support, ensuring you have access to information you need to help with day-to-day and longer term challenges and opportunities.

### 3. Improve the Experience

Helping make Canterbury clean, safe and enjoyable for those who work, live, visit and study in the city.

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.



## 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)



**Kathy Moulton**  
Business  
Development  
Manager



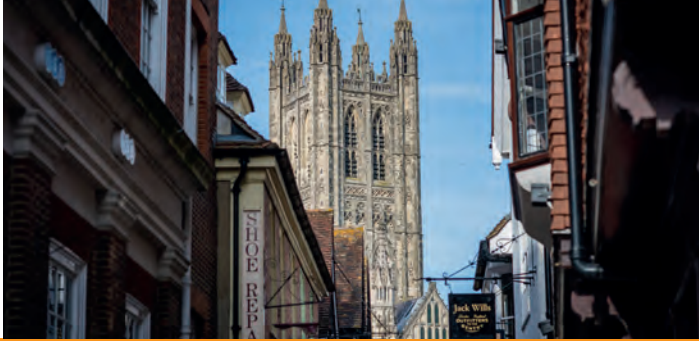
**Emily Wells**  
Administrator



**Simon Jackson**  
Ambassador  
(Team Leader)



**Zak Rees**  
Ambassador



# the impact of your **BID**

Businesses in Canterbury have shown incredible resilience, continuing to weather the impacts of both the pandemic and Brexit. We join in your concern, that during this fragile recovery period we must address spiralling energy costs and consumer confidence. Canterbury BID is joining forces with national partners and cities across the country to campaign for additional business support, and we will continue the work to improve the trading environment in Canterbury. We have been delighted to provide the city this year with street decorations, marketing, event and business support, cleaning and more, but this has to be accompanied by a viable business environment supported by the Government.

We are 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

## £560,000

**Ringfenced** investment into the city centre including **additional £114,423** raised by your BID.



Vacancy rate fell to 10.2% compared to 11.2% UK average with **42 openings** and **23** closures bucking the national trend.



New ambassador cleaning service launched in June and has already clocked up **42.2 hours** of cleaning across 20 streets.



**600+** attendees to our networking events held monthly in the city centre.



**15million** reached through Christmas campaign. **200,000** reached through MyCanterbury social channels with campaigns that drive footfall and spend.



**30,000 visitors** joined two Medieval Pageants and the Light up Parade events managed by the BID team.



**385** Free hanging floral baskets and over **6km** of bunting and Christmas lights installed.



**Free** training provided, covering marketing, finance, legal updates and more.



Brought in **paperless billing** which can be arranged through Canterbury City Council website.



Celebrated **10th Anniversary** of Purple Flag accreditation and national nomination for Britain in Bloom 2022.



Gift Card has ringfenced **£83,000** into local economy.



**40,000** seasonal City Guides and **10,000** Shopping Maps and **500+** MyCanterbury cards circulated.

Canterbury is an award-winning BID

And proud member of



[canterburybid.co.uk](http://canterburybid.co.uk)



# a snapshot of 2021-2022

## Promote & Animate

To maximise footfall and spend and create a positive atmosphere.

- Ringfenced £83,000 to be spent in over 120 registered businesses in Canterbury through the **Canterbury Gift Card**.
- Created and distributed **40,000 MyCanterbury Guides**, distributed door to door, circulated to accommodation providers, high footfall locations, travel hubs and businesses.
- Successfully delivered two **Medieval Pageants**. October 2021: formed the opening day of the Canterbury Festival (dedicated to Thomas Becket's 850th anniversary). July 2022: saw a record number of trail visits - 9,770 within 6 hours.
- Celebrated **Canterbury's longstanding businesses** for the Jubilee campaign. Hospitality businesses were featured in the **10th anniversary of Purple Flag campaign** including a free photoshoot.
- **Jubilee celebrations** including a joined-up campaign with the Cathedral and Whitefriars involving eye catching window vinyls, a 'royal visit' from look-a-likes William and Kate and Jubilee event page.
- **488,000 MyCanterbury emails** circulated, promoting businesses and events across the city. Social media reached 200,000+ through Facebook and Instagram.
- Displayed **385 hanging baskets**, **6 miles of Christmas lights** and **5 miles of bunting**. **New vinyls** were created including a Bison Selfie wall on Guildhall Street, Jubilee design in Whitefriars and new Cathedral Quarter branding in Burgate.
- The **Christmas Campaign** 2021 included ITV adverts and a LEGO window tour. Visitors to the Christmas homepage increased by 250%, organic searches of Canterbury by 158%. Campaign impressions came to over 15 million.
- Following the award of **Gold in South and South East in Bloom** 2021, Canterbury's Bloom committee was nominated as a RHS Britain in Bloom UK Finals competition in 2022 (results will be announced in October).
- **Event sponsorship** for: Wimbledon at Whitefriars, Pride Canterbury, Canterbury Festival, Student Shopping Event, City Feast, Canterbury Beer Trail, Vegan Market, Summer at the Marlowe and the Shakespeare Festival.
- Supported CCAP's **Climate Action Week** with 'Green Stories' (social media campaign around local businesses), hosted a Climate Change networking lunch, sponsored the Science Strand of Canterbury Festival, joined the Climate Action Rally panel, and supported with PR and marketing.



## Support & Represent

Providing business support and ensuring your voice is heard.

- BID CEO Lisa Carlson continued to represent Canterbury at the **All Party Parliamentary Group for Town Centres** while also chairing the **Association of Town and City Management (ATCM)**.
- Leveraged in **additional funding totalling £114,423** (Welcome Back Fund, Safer Streets, Community Renewal Fund, Low Carbon Grant (LoCASE), CCC RISE Grant), commercial income and sponsorship.
- **Hosted Canterbury's Green Business Day** as part of the city's first Climate Action Week, which took place during the Canterbury Festival.
- Provided **free support packages** to help businesses in the journey to Net Zero.
- Joined the only delegation from Kent at the **United Nations Climate Change Conference** in Glasgow (COP26).
- Held **17 training, sector group, networking and consultation sessions** covering fraud, cash flow, business rates, carbon awareness and marketing.
- Joined the ATCM and the International Downtown Association at the **International Climate Crisis for Cities Conference**.
- Worked with Visit Kent / Kent Resilience Forum on **Operation Brock lobbying**.

## Improving the Experience

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

- Secured a **LoCASE grant** for our Street Scene Improvement Programme to purchase our very own **electrically-powered cleaning machine**.
- Celebrated the **10th anniversary of Purple Flag** in Canterbury with bespoke photoshoots for hospitality and evening and night-time economy (ENTE) businesses and hosted the national awards in the city.
- **Helped to secure £564k of Safer Streets funding** through joint working with the Community Safety Unit to tackle violence against women and girls.
- **Relaunched the Zero Tolerance training programme** for licensed premises with new training sessions for managers and staff.
- 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.

The BID represents the **voice of business** at the following meetings:

### City Safety and Cleaning

- Safety Tasking Group
- Tactical Coordination Group
- Graffiti User Group
- Litter Roundtable
- Night Time Economy Action Plan Group
- Safety Advisory Group
- Rough Sleepers Forum
- Canterbury Community Safety Partnership.

### Marketing and Events

- Seasonal Campaigns Marketing Group
- Marketing and Events Sub-Committee
- Canterbury Culture
- Medieval Pageant Committee
- Queen's Baton Relay Steering Group
- Canterbury Quarters Planning Group
- Levelling Up Fund Committee.

### Business Support

- High Street Task Force Sector Leader's Group
- Association of Town and City Management
- Canterbury for Business (C4B)
- Accommodation Sector Group
- HEFE Strategic and Community Groups
- All Party Parliamentary Group for towns and city centres
- Ukraine Network meetings
- Canterbury District Economic Development Group
- Canterbury Forum
- Investor Forum.

### Climate Change initiatives

- Climate Change Action Partnership (CCAP)
- Plastic Free Canterbury
- Canterbury in Bloom
- Climate Change Partnership Board (Canterbury City Council).





## What's happening in year 4 (2022-2023)

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 and heritage.

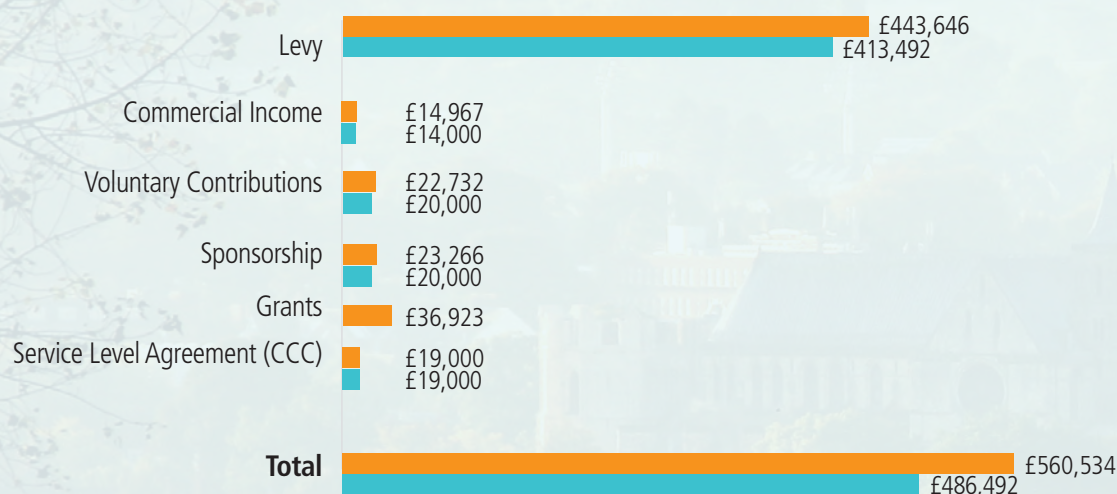
**This year, in addition to our usual activities our new proposals include:**

- **Relaunching Visit Canterbury** in partnership with Visit Kent and a new consortium that will target the visitors, students and locals and new businesses.
- Business support and lobbying for the **energy cost of living crisis**.
- **Halloween** monster installations, working with the students at Canterbury College.
- A **new Christmas Light Parade** to take place on Saturday 12 November.
- **Active networking opportunities** that encourage us to be visitors in our own city (including a ghost tour!).
- The launch of the **Evening Out Gift Card** to support our evening and night time economy.
- Overseeing **Zero Tolerance** training and assisting in **Best Bar None** assessments.
- Support Canterbury Climate Action Partnership with the **2022 Climate Action Festival** and the city's **first Climate Change Award Ceremony**.
- Continue to work with both the **Castle Quarter** and **Westgate / St Dunstan's Quarter** to launch their new branding.
- Further develop our **street scene cleaning programme**.

## 2021-2022 financial report\*

Actual  
Budget

### Income





Since its inception in **November 2021**, the Canterbury Gift Card has been ringfencing money, to be spent in **120+** city centre businesses:



Gift Card Sales  
**£83,154**

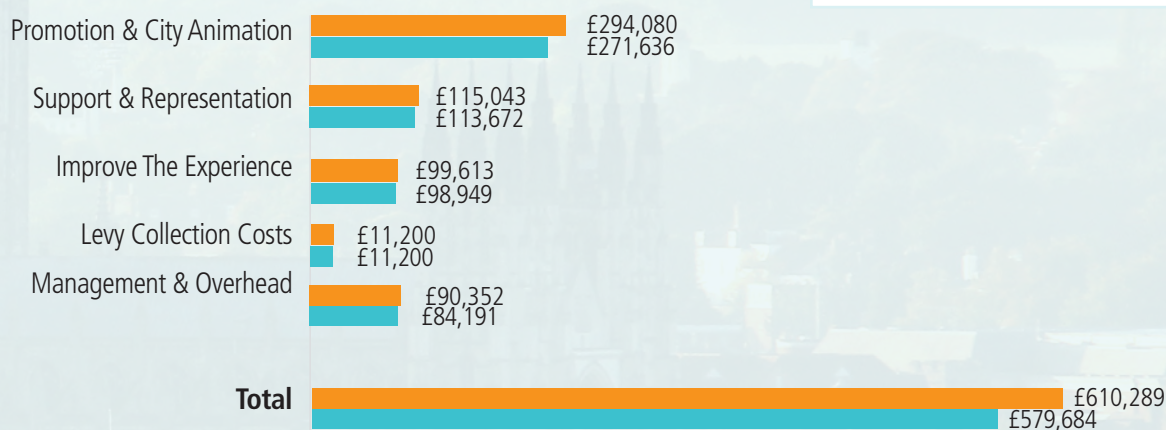
**3,576** purchases have been made so far, varying from £2 - £355

Redeemed \*to date  
**£62,552**

#### \*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.
- All numbers subject to confirmation in the year end accounts.
- The BID's Reserves Policy means that the underspend in years 1 and 2 (due to the pandemic) could be invested in year 3 (2021-22). In addition, levy collection improved throughout the year, enabling further investment.

## Expenditure



# BID Board Members (Elected April 2021)

Your BID is operated by a BID team led by a voluntary Board of Directors, representing the business sectors who operate in the city.



**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 Pothen**  
University of Kent



**Rachel Sanders**  
BoConcept



**Sarah Wren**  
Oscar and Bentleys



**Simon Youden**  
Fenwick



**Bill Hicks**  
Canterbury City Council



**Hilary Brian**  
Observer, Canterbury Society



**David Kemsley**  
Observer  
ACRA Chair



**Chief Inspector Mark Hedges**  
Observer  
Kent Police

**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 sign up for paperless billing:** Visit [canterbury.gov.uk/paperlessbidbill](https://canterbury.gov.uk/paperlessbidbill)

**To find out more about Canterbury BID projects:** Contact the BID team directly on **01227 787055** or email [enquiries@canterburybid.co.uk](mailto:enquiries@canterburybid.co.uk)