

## BID Levy Bill - year to October 2021

During what is an incredibly challenging time, your BID is 100% committed to supporting your business. We are working harder than ever to ensure a coordinated local response to the COVID-19 crisis and recovery process, supporting your needs now and adapting our work to best help you going forward.

We want to assure you that your BID levy continues to be invested to benefit you, to help you through these challenging times and to deliver the projects and activities needed to help the city through this crisis.

This report explains how your BID levy is calculated, why the bill has to be issued and how your levy is invested.

To further support you during this time, the BID Board has decided not to apply the annual discretionary inflationary increase this year and promotion on the BID's MyCanterbury platform is now free to all levy payers. In addition, this month we are launching a new Canterbury Gift Card to keep money circulating in the local economy and this will be free to all BID members (it's running very successfully in 55 other towns and cities across the UK, Ireland and the US). We have also been working with the City Council on free city-wide WiFi and will be in touch about that in the coming weeks, and of course Christmas lights are going up mid-November.

*We would also like to let you know that we are currently inviting nominations for BID Board Directors. Please see the BID website for more information about how you could be involved in the strategic oversight of your BID.*

Now more than ever, it is essential for the business community to have a voice and for your levy to be invested in a way that supports you. We would like to hear all of your concerns so that we may help to address them, and to hear of any initiatives you have put in place. Please do not hesitate to contact us directly to find out more about how we can support you.

Yours sincerely,



**Clive Relf**

*Clive Relf*

Chair of Canterbury BID and  
Tax Partner at Kreston Reeves



**Lisa Carlson**

*Lisa Carlson*

Chief Executive  
of Canterbury BID



# Frequently Asked Questions about the BID Levy

## 1: How does the BID levy work?

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. There are over 320 BIDs across the UK and they are all funded by a levy on the businesses in the BID area. The money is invested in the projects and activities voted on in the ballot and the BID exists to represent you.

- Your BID levy is billed annually in October and just under £500,000 is collected each year to enable delivery of the Business Plan.
- The levy is 1.6% of the Rateable Value (RV) of every business with a RV of £1,700 and above.
- The exceptions are: 1. Whitefriars businesses who pay a Service Charge to the shopping centre for some of the services the BID delivers across the city. 2. Charities which carry out their core activity in their premises are discounted by 80% (n.b. charity shops and cafes pay full levy).
- 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.
- The levy is collected by Canterbury City Council, as the only organisation authorised to collect the levy on behalf of our BID locally as part of the Business Improvement District Regulations.

## 2: Why isn't there a BID levy holiday like with Business Rates or a discount?

The BID levy is unlike business rates which are covered in part by national government rates relief measures. BID legislation (BID Regulations Act 2004 and Local Government Act 2003) is clear that we must continue to bill. In line with that legislation and our BID Levy Rules, we are not permitted to discount the levy and the levy bills have to be issued.

## 3: What if we have difficulty paying the BID levy?

We understand the difficulty for many to provide payment at this time. If you anticipate any problems with payment of the BID levy, please phone Canterbury City Council, who are responsible for the administration and collection of the BID levy. They are available to help and advise you and are always happy to talk to businesses facing hardship: **01227 862 316** or [businessrates@canterbury.gov.uk](mailto:businessrates@canterbury.gov.uk).

## 4: Did the BID receive government funding?

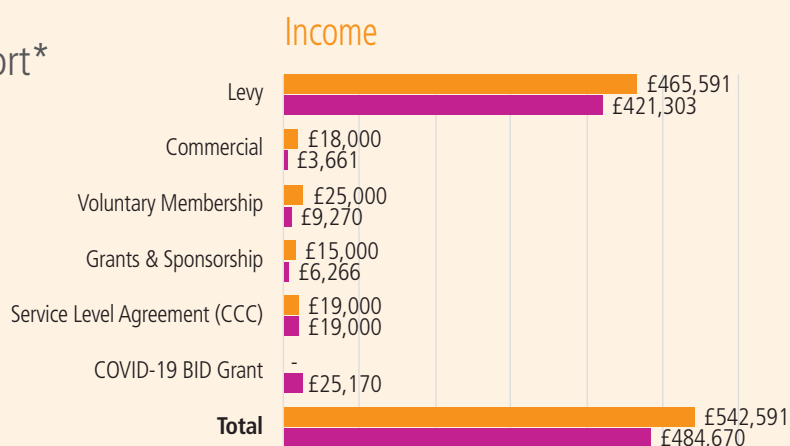
The BID received a small amount of funding from government designated by the guidelines for operational costs in June, July and August so that we could continue running projects and activities during re-opening. We also made use of the furlough scheme.

A full copy of the Canterbury BID Levy Rules and Frequently Asked Questions are available on the BID website.

## 2019-2020 financial report\*



■ Budget  
■ Actual







## How is your levy invested?

We moved quickly at the beginning of the crisis to protect your investment through the BID levy and to ensure we could deliver on projects and activities that would benefit you most during this time. The BID Business Plan, outlining the activity promised during this five-year term (2019-2024), is available on the BID website.

**Since the Covid crisis began, we have increased our support and work by:**

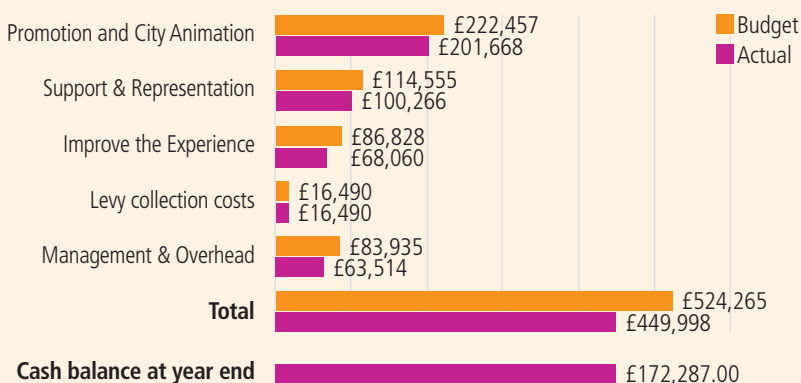
- **Managing resources** so the BID levy can be invested when it is of most benefit to you. We furloughed three members of the team plus the Ambassadors during lockdown and postponed projects and activities, so they can be reinstated to help with recovery.
- **Lobbying on your behalf** for grants and additional Covid-related support and additional cleaning throughout the city, and signposting you to the support you needed.
- **Listening to your ideas and concerns at our 15 industry support sessions** between October 2019 and September 2020.
- **Winning additional funding** to promote Covid-secure measures for businesses through the Re-opening the High Street Safely Fund for 2020-21.
- Paying for **additional cleaning (graffiti removal, jet washing and street cleaning)** to help make Canterbury a beautiful and clean place to visit.
- **Vinyling vacant units** with colourful reminders of our heritage, culture, and green open space and also including exhibitions and bespoke artwork, and more are coming.
- **Moving our Medieval Pageant** to a virtual event which attracted over 20,000 views from around the world and featured in the Heritage Open Days virtual weekend.

- **Launching a new Gift Card** to help put money in your tills and promoting the city through our MyCanterbury website, emails and social media channels, where engagement has more than doubled. This is all **free** for all levy payers.
- **Producing a new film** to promote Canterbury as a safe, relaxing, enjoyable and welcoming place to visit.
- **Animating the city** with colourful hanging floral baskets from June to October and festive lights from November to January, helping to reassure visitors that the city is open for business and ready to welcome them.
- **Sponsoring new events** to drive footfall, dwell time and spend in July and August.
- **Hosting two visits from BBC South East** including a full 'staycation' episode dedicated to Canterbury in August.
- **Continuing to provide footfall reports** and city centre performance reports throughout the year, demonstrating Canterbury's strong performance in the face of the pandemic over the summer.
- Retaining our **Purple Flag status** as safe city for the evening and night time socialising (the only one in Kent) and retaining **Gold in South & South East in Bloom**

### During this period, we also:

- Joined a select group of BIDs chosen for their good governance to develop new best practise criteria for BIDs with The BID Foundation.
- Through the High Streets Task Force, took part in a pilot with social media agency Maybe\* to help raise the profile of Canterbury across the country.
- BID Chief Executive, Lisa Carlson, is a Board Director of the Association of Town and City Management and sits on the All Party Parliamentary Group for Town and City Centres because it's our priority to ensure your voice is heard at a local, regional and national level.

### Expenditure



### \*Notes

- Year 1 levy collection costs include a one-off £5,490 set up charge
- Reduction in expenditure on "Improve the Experience" and "Management & Overheads" due to savings made whilst Ambassadors and BID staff were on furlough
- All numbers subject to confirmation in the year end accounts to be published at the AGM in 2021
- Cash balance at year end includes reserves from BID 1, deferred VAT payment and savings during lockdown which are being invested now to help with recovery.

# BID Board Members

Elected October 2017

Your BID is operated by a BID team led by a voluntary Board of Directors, representing the business sectors who operate in the city. Please contact us if you are interested in joining the BID Board. Nominations will start in October.



**Clive Relf**  
Chair – Kreston Reeves



**Mark Stuart**  
Vice-Chair – Whitefriars



**Paul Turner**  
The Marlowe Theatre



**Jonathan Fitter-Harding**  
Dodgins & Floss



**Clare Millett**  
The Westgate Hall



**David Lilford**  
Lilford Gallery & Lilford Framing



**Caroline Hicks**  
Canterbury City Council



**Dan Grimwood**  
The Refectory Kitchen



**Blake McCaskill**  
Republic Events



**Karl Elliott**  
Clague Architects



**David Redgate**  
Girlings Solicitors



**Cl Elena Hall**  
Observer – Kent Police



**Marco Keir**  
Canterbury Christ Church University



**Paula Gillespie**  
The Marlowe Theatre



**Ian Blackmore**  
Observer – Immense Tours



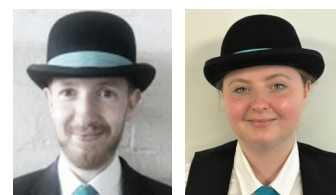
**Richard Scase**  
Observer – Canterbury Society



**David Kemsley**  
Observer – Affiliation of Canterbury Resident's Groups



Your BID Team



BID Ambassadors:  
Simon Jackson and Jess Fuoco

## Getting in touch

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 find out about the programmes of your BID, contact the BID team on

**T: 01227 787055 | E: [enquiries@canterburybid.co.uk](mailto:enquiries@canterburybid.co.uk) | W: [canterburybid.co.uk](http://canterburybid.co.uk)**