

your  
**BID** levy  
explained



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. Nationally, there are over 300 BIDs in the UK, including three in Kent (Canterbury was the first), investing over £130 million every year, giving business an independent voice and investing in business-led initiatives, to ensure continued investment in Canterbury City Centre.

In Canterbury, your BID collects just under **£500,000** in levy each year and generates a further **£70,000** through voluntary contributions and commercial activities. Over the first BID term (2014-2019), **£2,982,085** was invested in Canterbury.



## your **BID** team

**Emily Wells** Administrator  
**Lucy Martin** Operations Manager  
**Lisa Carlson** Chief Executive  
**Rachel Pilard** Marketing and Communications Manager  
**Kathy Moulton** Sales Executive

# the impact of **your BID**

## £2.9m

**Ringfenced** investment into the city centre totalling over £2.9 million over the five years

“Canterbury will be a vibrant, exciting, well connected and successful business community; an attractive, clean, green, safe and enjoyable destination for customers and clients, shoppers and staff, residents, students and visitors; and a profitable place in which to do business.”



**City-focused** business insights, research, market intelligence to assist in decision making



**Ambassador** support services, reporting and intelligence



**Lobbying** for business-led priorities



**Local**, regional and national advertising campaigns to drive footfall and spend



**Seasonal** City Guides and digital platform



**National** representation and best practice exchange through the wider BID industry



**Christmas** Lights and Lights Switch-On Event



**Events** to drive footfall, dwell time and spend



**Free** hanging floral baskets for businesses



**Free** training programmes such as Window Display, Business Rates and Marketing



**Financial** support for Traders Associations



**Purple** Flag, Tourism or Bloom awards to raise the profile of the city



# how the levy works

Here is a breakdown of who pays the levy and how much, by size of business:

Rateable value (£)	Number of levy payers	Amount billed (£)	Average levy (£)	% of total levy
<b>£1,700-20,000</b>	381	£50,164	£132	10%
<b>£20,001-100,000</b>	246	£157,927	£642	31%
<b>£100,001+</b>	110	£295,302	£2,685	59%
<b>Total</b>	<b>737</b>	<b>£503,393</b>	<b>£683</b>	<b>100%</b>

based on October 2018 levy

- 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 Whitefriars for many of the services the BID delivers across the city. 2. Charities which carry out their core activity in their premises are discounted by 80% (nb 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's business rate collection agent and the only organisation authorised to collect the levy on behalf of a BID locally as part of the Business Improvement District Regulations (England) 2004.

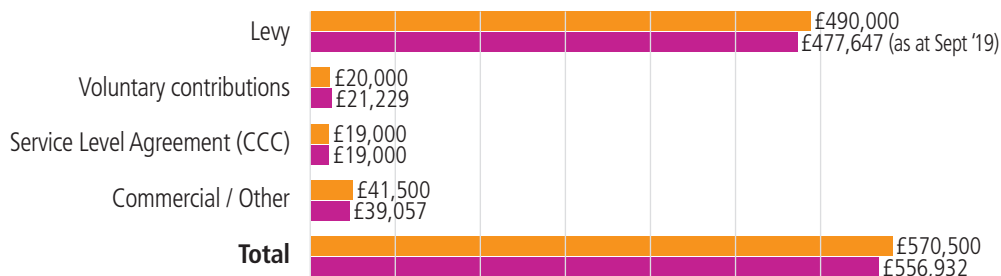


# 2018-2019

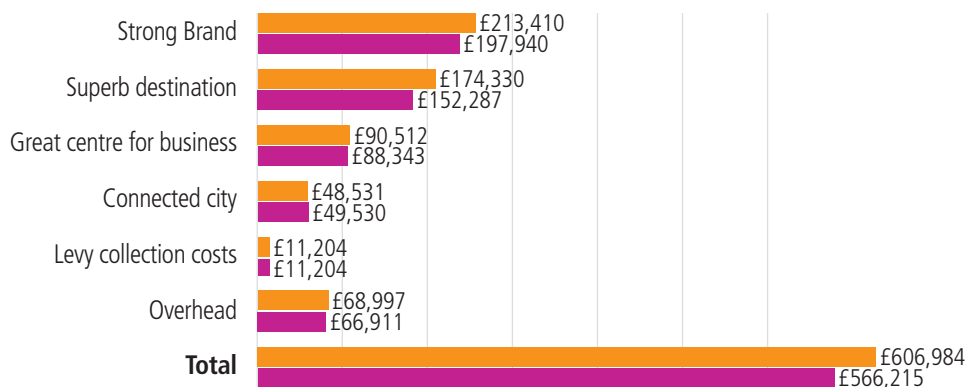
## financial report\*

■ Budget  
■ Actual

### Income



### Expenditure



**Cash balance at year end** ■ £72,000

There was an underspend in year one and a slight overspend in subsequent years due to planned investment to ensure we are investing all the levy. The cash balance is to allow the BID to pay for activity in October and November while the annual levy is being collected.

#### \*Notes:

- Levy income is still being collected for year 5.
- All numbers subject to confirmation/ adjustment in the year end accounts to be published at the BID AGM in 2020.

# a snapshot of 2018-2019



## Supporting Business

- 617 enjoyed the free networking sessions (expanding to both lunch and evening events)
- Free training sessions on: Visual Display, SEO Management, Employment and Social Media Law, Digital Content Strategy, Business Rates
- Introduced vinyling on vacant units
- Ambassadors made 3,155 visits to your businesses, reporting 1,292 environmental, antisocial and cleaning issues and welcoming 23,242 visitors

## Improving the City

- Christmas lights totalling 5 miles of illuminations
- Purple Flag accreditation for the 8th year
- Awarded GOLD for South and South East in Bloom Competition
- Hosted a Green Heritage Conference which influenced the Council's Heritage Strategy
- 380 hanging floral baskets on display (May – September)
- Deep-cleaned the High Street, distributed free graffiti wipes and tackled 4 graffiti hot spots, cleaning and treating with anti-graffiti paint

## Promoting Canterbury:

- Christmas Lights Switch-On saw 6,000 in attendance
- Negotiated free Park and Ride for event plus late-night shopping evening

- Hosted bloggers event to support Canterbury as the Christmas destination
- Countywide Christmas marketing campaign
- Medieval Pageant grew to include an encampment, 250 strong procession and over 7,000 visitors to local heritage venues
- 70 Christmas Window entrants with 27 winning gold and 3 overall winners
- Summer marketing campaign in London (May – September) encouraging overnight stays
- Events organised or supported by your BID brought over 110,000 people to the city (Pride, City Sound Project, Canterbury Festival, Vegan Market, bOing, King's Mile Gin Fling and Trick or Treat)
- National and international marketing through England's Historic Cities partnership
- 45,000 MyCanterbury city guides printed and distributed across the county
- 10,000 Canterbury Shopping Maps printed and distributed across the city

## Representing Your Voice

- Lobbied for businesses interests at 17 steering groups & forums (including road works, transport & access, rough sleepers, night time economy, graffiti, heritage, marketing)
- Represented Canterbury at an All Party Parliamentary group for Town Centres on the reform of Business Rates
- CEO Lisa Carlson is now Chair of ATCM South East Network

# what's happening in **BID2** (2019-2024)

A second BID term will see us build on the strong foundations established over the past five years and take on board the new challenges the city centre is facing.

Your dedicated BID team will work to provide leadership and representation to ensure a strong voice on the issues that matter most. We will enhance the trading environment and user experience, generating tangible value and cost savings for businesses, promoting and supporting those trading in the city – as well as inspiring new visitors (locals and tourists) to discover all that our city has to offer. We will introduce and develop new initiatives based on the priorities expressed by the business community, and continue with the projects and activities that you valued in the first BID term.

"The BID delivers fantastic value for money and it's reassuring to have the BID on your side with the day-to-day challenges of improving your business."

**RACHEL SANDERS**  
BOCONCEPT

"Our sales increased 40% year on year the night of the Christmas Lights Switch On because of the effort that Canterbury BID put into making Christmas happen in Canterbury."

**IAIN OLIVER**  
BUSINESS MANAGER,  
MCDONALDS (ST GEORGE'S  
STREET, CANTERBURY)



# 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.



**Clive Relf**  
Chair – Kreston Reeves



**Peter Scutt**  
Vice-Chair – Whitefriars



**Alex Ridings**  
Think Studio



**Paul Turner**  
The Marlowe Theatre



**Jonathan Fitter-Harding**  
Dogdems & Floss



**Clare Millett**  
The Westgate Hall



**David Lilford**  
Lilford Gallery & Lilford  
Framing



**Andrew Edwards**  
Canterbury Cathedral



**Caroline Hicks**  
Canterbury City Council



**Dan Grimwood**  
The Refectory Kitchen



**David Hughes**  
Kent County Council



**Blake McCaskill**  
Republic Events



**Karl Elliott**  
Clague Architects



**David Redgate**  
Girlings Solicitors



**CI Mark Weller**  
Observer – Kent Police



**Marco Keir**  
Canterbury Christ Church  
University



**Paula Gillespie**  
The Marlowe Theatre



**Ian Blackmore**  
Observer – Immense  
Tours



**Richard Scase**  
Observer – Canterbury  
Society



**Sue Langdown**  
Observer – Affiliation of  
Canterbury Resident's  
Groups

## 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)**