

annual review



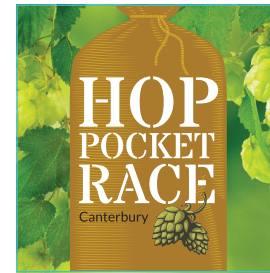
“Canterbury will be a vibrant, exciting, well connected and successful business community; an attractive, green, safe and enjoyable destination for customers and clients, shoppers and staff, residents, students and visitors; a profitable place in which to do business.”

the story so far

Canterbury Connected Business Improvement District (Canterbury Connected BID) is an independent, not for profit, business-led initiative voted for by the businesses of Canterbury on the 18th July 2014. There are 215 Business Improvement Districts in the UK which equates to over 74,744 businesses investing over £195.5m.

BIDs have been in place in the UK since 2004 and are recognised as a successful mechanism for businesses to champion their interests and deliver tangible results. In Canterbury, 650 businesses contribute to the BID levy, investing over £488,000 per annum.

- 18 July 2014 BID Ballot Result: turnout 54%, 64% voting for the BID by number, 61% by Rateable Value (RV) (Average turnout for a first BID Ballot nationally is 45%).
- September Race against time to get permissions to deliver Christmas lights in time!
- 13 October The BID launches and levy bills are sent out to 650 levy payers across the city. Nearly 90% received by end of December, 99% now received. FREE utility reduction service starts from local company ZTP. FREE Directory Entry on the *MyCanterbury* platform made available to levy payers.
- 3 November BID overnight Street Cleansing service begins. First BID Networking event: *The Foundry*.
- November/ December BID Christmas Marketing campaign.
- 18 November Christmas lights switch-on with Marlowe pantomime cast, *Coco and the Butterfields*, *Canterbury Gospel Choir* and opera singer *Hercules*. Nearly 1,000 people in the crowd.
- December Footfall recorded at +8.8% on 2013, premises vacancy rate 4.5% (lowest all year), business performance estimated at +10.2%. BID Networking: *Old Brewery Tavern*.
- January 2015 Start the process to move from an interim Board to a permanent Board; establish new Memorandum & Articles of Association for the BID Company, Canterbury Connected CIC. BID Networking: *Mrs Jones Kitchen*.
- February Examine BID Ambassador opportunities, visit to Cambridge to see them in operation. Canterbury in Bloom meetings underway. BID Networking: *Old Buttermarket*.



- March Board decision to contract The Welcome People to deliver Ambassador programme. BID Board nomination process, open to all levy payers, ends with full complement and Clive Relf confirmed as the BID's first permanent Chair. BID Networking: *Curzon Cinema*.
- April Hanging basket permissions underway. Ambassador recruitment begins. BID sends out a Training Needs Analysis survey to levy payers to assess demand for training. BID Networking: *Dems Restaurant*.
- May Ambassador programme launched. Recruit an intern from University of Kent to support development of the Media Section on *Visit Canterbury* website for local businesses and journalists. BID Transport & Access Working Group meets to develop BID policy. BID Networking: *Chez Joel*.
- June 245 hanging baskets installed! BID supports *Magna Carta Family Trail* as part of national celebrations. Additional Christmas lights ordered for 2015 following BID Board decision. Board decision taken to promote the first ever *Canterbury Hop Pocket Race* in September on the eve of the *Food & Drink Festival* and *Green Hop Beer Festival*. BID Networking: *Fenwick Eatery*.
- July *South & South East in Bloom* Judges visit. Meet with CCC and KCC to discuss subways upgrade project. *Purple Flag* re-accreditation self-assessment exercise. BID team cleaned inside St Georges Clock Tower. Visit to see *Visit Kent London Campaign* launch to decide if the BID should invest on behalf of the city in 2016. *MyCanterbury Summer in the City* guides launched: 20,000 copies distributed across the city and at Channel Ports. BID Networking: *Dominican Priory (now Kings School)*.
- August BID Ambassadors welcome 10,000th visitor to the city since they started in May, having made over 700 business visits too! BID permanent CEO recruitment begins. Planning for a *Medieval Festival* for July 2016 starts. Board decision taken to support the *Wise Words Festival* for 2015/16.
- September Christmas lights fixings installation starts. BID awarded Gold from *South & South East in Bloom*. *Hop Pocket Race* takes place on 24th. Canterbury Connected BID 1st year Conference takes place at Cathedral Lodge. BID Networking: *The Canterbury Tales*.

results

- A Christmas Lights switch on attended by nearly 1,000 people
- Christmas lights across the city for the first time since 2012
- Promotion of the city at Christmas reaching an audience of over 195,935
- 245 hanging baskets across the city and a Gold award at the *South and South East in Bloom Awards*
- £9,416 saved by 13 levy payers on utilities which equates to an average of £724 per levy payer (the median levy is £296 pa), with 50 more talking to our supplier, ZTP
- 1,248 hours of deep cleaning the city and responding to specific levy payer cleaning requests
- A *Magna Carta Family Trail* which attracted over 500 people
- 10 networking events attended by 90 individuals from 61 business
- More than 900 business visits to levy payers, over 15,000 visitors welcomed, nearly 1,000 intelligence reports and almost 500 issues reported to the relevant authorities by the ambassadors
- 30,000 signed up to *MyCanterbury* and nearly 250 businesses promoted through it.

Impact

10 months October 2014 – July 2015

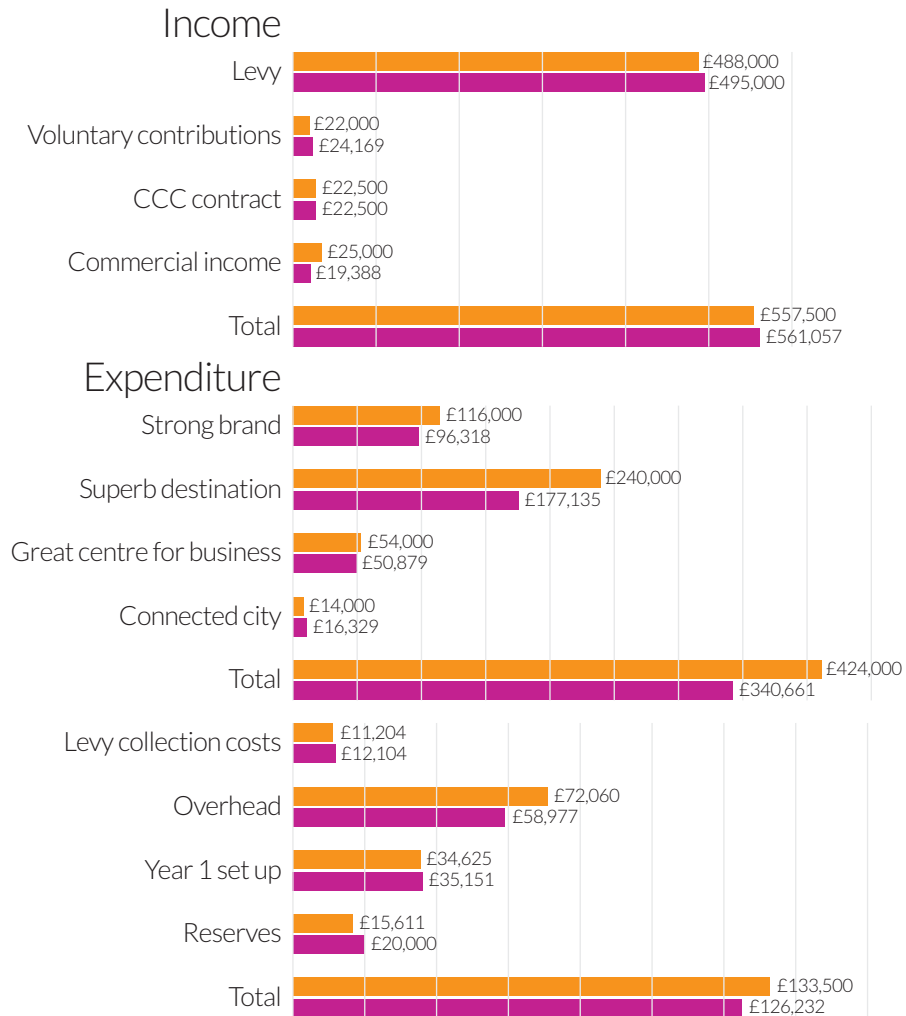
- Empty premises: 5.4% (SE 9.8%)
- Footfall +3.7% (SE -01.5%)
- Visitor attractions: -3.1%
(April–July -10% due to issues at Ports and £/€ exchange rate)
- Turnover: +3.9% (from cross section of 25 BID levy payers).

new for year 2

- **More Christmas Lights:** Westgate Towers, Castle Street, Orange Street, Northgate and The Buttermarket
- **More hanging baskets:** 55 more for 2016. Want one? Let us know!
- **Visit Canterbury media section,** supported by the BID, launched to provide 'open source' resources for marketing the city and easy access images and copy for journalists. Workshop programme for levy payers to make best use of these resources
- **MyCanterbury** app upgrade in autumn 2015, new 2.0 version late summer 2016. With nearly 12,000 apps downloaded, is YOUR business making the most of this amazing platform?
- BID supporting **Visit Kent London campaign for 2016,** in partnership with Whitefriars and the City Council to promote our beautiful city across London to increase visitor numbers and overnight stays
- Launch of two more BID Working Groups: **The Digital City** and the **Landlords' Forum**
- BID focus on independent businesses in 2016 through the **Great British High Street, Small Business Saturday** and **Independent Month** (July)
- More great **MyCanterbury City Guides:** Christmas, Summer and Autumn.

2014-2015 financial report

■ Budget
■ Actual



Surplus for investment in Projects Years 2 - 5: £94,164

*Actual 2014/15 - includes forecast figures for September 2015 at the time of going to print 28.9.2015

** Please note these are unaudited figures. A full audited set of accounts will be available at the end of March 2016 on the BID website.

How is my bill calculated?

The levy is based on the Rateable Value (RV) of your property and is charged at 1.5% across the city with two exceptions:

- Whitefriars businesses who pay 1% in recognition of the substantial service charge they already pay and the fact that many of the BID's services are not delivered to those businesses e.g. Christmas lights and hanging baskets, which are funded from that service charge
- Charities which receive an 80% discount on their levy N.B. This does NOT include charity shops or cafes which benefit from the BID and therefore pay the levy in full.

If you were liable for the levy last year, you will see that the amount is the same and we are committed to this single annual payment for each year of the BID, with no increase for inflation.

Key Levy facts

- The mean levy is £296 which means that half of all city centre businesses pay this amount or less each year.
- The 111 levy payers with a RV above £100,000, 15% of city centre businesses, contribute 73% of the total levy
- The 344 businesses with a RV below £20,000, 46% of city centre businesses, contribute 10% of the total levy.
- Whitefriars businesses contribute over £140,000 each year
- Levy Collection Rate in 2014/15: 99%.

Why can't I pay by instalments?

When the BID campaign launched in 2014 one of the elements of the Proposal was that the levy would be due as a single payment each year. This was endorsed when the BID was successful at Ballot in July 2014 and so is a commitment of the BID that has to be adhered to. The reason this was part of the proposal is to make sure that the BID levy is used on key projects that will help your business, not on administration costs.

The cost of a single payment system is half that of a system of collecting by instalments.

What happens if I don't pay?

The BID Levy is collected by East Kent Services, the Canterbury City Council Collection Agency, as they are the only organisation currently authorised to undertake this service.

They already collect your business rates and so are very experienced at working with businesses to ensure that the payment is made. This bill will be followed up by two reminders after which a summons will be issued for non-payment or the balance of part payment



stay in touch

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