



Canterbury Connected

BUSINESS **I**MPROVEMENT **D**ISTRICT

Annual General Meeting

16th March 2016

A quick flashback...

- Ballot in July 2014
- 54% turnout: 379
- 64% **YES!** by number: 242 versus 137
- 61% **YES!** by Rateable Value: £12m v £7m
- Started work on 13th October 2014

Canterbury Connected BID Area



Follow the money....

- BID Levy is 1.5% of the Rateable Value (RV) of every business with an RV above £1,700
- Brings in around £500k pa
- Median levy is £300 pa
- Voluntary contributors: £24,000
- CCC SLA: £22,500
- Levy collection Year 1: £497,000: 99.86%

Who pays what?

Rateable Value (£)	No of levy payers	% total levy payers	Amount raised (£)	Average levy (£)	Range of levy pa (£)	% total levy
Below £20k	344	49	48,173	140	£26 - 300	9
£20 – 100k	253	36	88,462	350	£301 – 1,500	17
Above £100k	111	15	373,365	3,364	£1,501 – 11,000	74
Total	708	100	510,000	720		100

Strong Brand

- Promote Canterbury
- Deliver a shared story and collaborative marketing
- Events and Festivals
- Christmas Lights

Great Centre for Business

- Business support
- Business to Business events
- Cost reduction initiatives
- Business promotion
- Training
- Project funding

Superb Destination

- Provide additional cleaning services
- Provide floral displays
- Invest in a safer city
- Improve key entry points to the City
- Support the evening/late night economy
- BID Ambassadors

Connected City

- Digital strategy for Canterbury
- Influencing transport and parking strategy
- Coordination and lobbying
- Landlord forum
- Canterbury Connected conference

Promote the city



Ambassador Choughs



Christmas Shopping Choughs



Canterbury in Bloom Choughs



Magna Carta Choughs



Hop Pocket Race Choughs

The Choughs are featured on the city's coat of arms in recognition of their use on Thomas Becket's arms. We have 'borrowed' them as part of the BID's branding. We have put them to a variety of jobs so look out for them doing all this and more in the future!

Christmas Marketing

Canterbury

the place to be

Of all the places to spend time in Kent this Christmas, Canterbury has it all:


Great shopping from global brands to unique independent traders.

Great eating and drinking with an amazing range of coffee houses, tea shops, pubs and places to eat from quick bites to fine dining.

Great accommodation for that short stay or long weekend; a wonderful place for a pre-Christmas treat!

And great Christmas days and nights out: with the Marlowe Theatre putting on its world famous pantomime (this year it's *Aladdin*); the Artisan Christmas fair at the Canterbury Tales attraction; Father Christmas and a Festive Christmas Market in Whitefriars; and the annual Saint Nicholas Parade in December...

Christmas is Canterbury!



Canterbury at Christmas

the place to be

Canterbury at Christmas... a city of many parts!

Whatever you want this Christmas, you will find it somewhere in this most ancient of English cities. Canterbury is comprised of an intricate network of 'quarters', each with its own character and range of amazing shops, pubs, coffee houses and restaurants. Explore them and become enthralled by what you find...

Here is **your** Guide to the 'quarters' of Canterbury...

St Dunstons:
Gateway to the city.
A vibrant meeting point for the village to town, St Dunstons is a fascinating combination of old and new, with some of the oldest buildings, a growing reputation for its food and drink and a range of local and national businesses from city centers only independent fashion retailers, to trendy shops for local crafts, gifts or even the independent shops, shops to the fabric. Perfect for a evening prior to the Christmas shopping, the city center and the Cathedral Quarter. Don't miss the city center and the Cathedral Quarter. The city center and the Cathedral Quarter.

St Peters Street:
Canterbury's birth heart!
Peter's Street has a range of independent shops offering everything, from fine food to the latest in fashion. It's a great place to start your Christmas shopping. One of the city's most exciting areas, it's a great place to start your Christmas shopping. One of the city's most exciting areas, it's a great place to start your Christmas shopping. One of the city's most exciting areas, it's a great place to start your Christmas shopping.

High Street, The Parade and St Georges:
The city's crossroads.
This is where the old city meets the new, where long standing independent shops, like Hays and Hays, have joined with their national counterparts. It's a great place to start your Christmas shopping. One of the city's most exciting areas, it's a great place to start your Christmas shopping. One of the city's most exciting areas, it's a great place to start your Christmas shopping.

Whitefriars:
global brands right here, right now!
This is where the old city meets the new, where long standing independent shops, like Hays and Hays, have joined with their national counterparts. It's a great place to start your Christmas shopping. One of the city's most exciting areas, it's a great place to start your Christmas shopping. One of the city's most exciting areas, it's a great place to start your Christmas shopping.

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Promoting Canterbury: as the place to be at Christmas through print, radio and online across East Kent

Christmas Lights switch on



Driving footfall: Attracted 4,000 people into Canterbury in 2015

Christmas Lights



Driving Footfall: The return of Christmas lights to the city for the first time since 2012 was welcomed and we received enormous positive feedback about them again in 2015, including comments that they were the 'best ever!'

Christmas window competition



Promoting Canterbury and its businesses and driving footfall: 50 entries...expert judges...original poems on window decals....and the best windows the city has ever seen! The Competition was promoted through social media and received press and social media coverage.

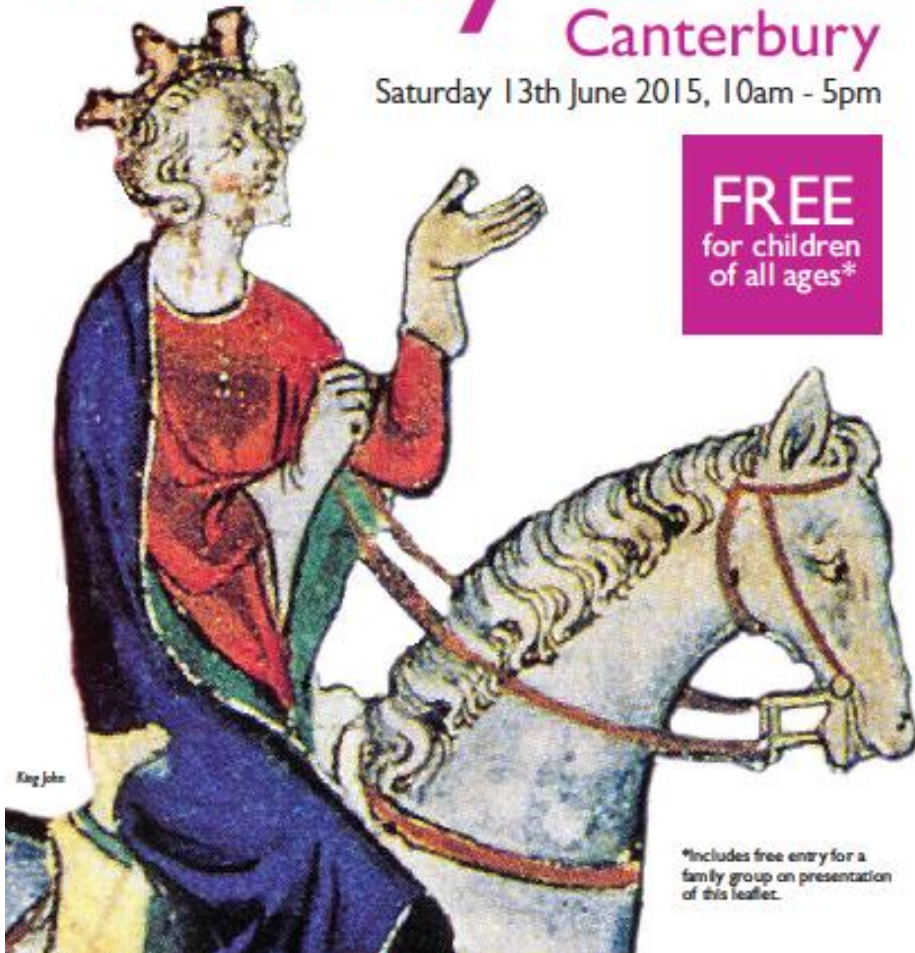
MAGNA
@ARTA

Family Trail

Canterbury

Saturday 13th June 2015, 10am - 5pm

FREE
for children
of all ages*



Driving Footfall:

- The BID supported this event with £500 to deliver the leaflet in support of the national Magna Carta anniversary.
- Visitor numbers: over 2,000 participants - Canterbury Archaeological Trust 180 to Eastbridge over 800.
- The trail won an Award from Canterbury Christ Church University

Partnership work: Kings Mile Street Party



- Canterbury City Council delivered the scheme;
- Kings Mile Association shaped it and set the date for the re-launch;
- BID provided the coordination and organisation on the day!

A great example of how everyone working together can make a difference to the city and its businesses.

Canterbury Hop Pocket race



Driving footfall and investing in a safer city:

The first Hop Pocket Race was held the evening before the Food & Drink Festival and Green Hop Beer Fortnight and 18 teams entered. Over £400 was raised for local charity Porchlight, supporting vulnerable and homeless people in the city. This will become an annual event in the life of the city.

Supporting the evening and late night economy: Purple Flag



The city has retained its Purple Flag since 2011 and was re-accredited in December 2015. Town centres that achieve a Purple Flag's are awarded to destinations that are safe, vibrant, appealing, well-managed and offer a positive experience to consumers.

Investing in a safer city



Canterbury Connected BID supports the Street Pastors with £500 towards their costs each year. In September they gave 100 hours to the city over 5 nights, meeting 20 – 30 people each night, handing out flip flops, water, space blankets and a friendly listening approach!

Deep cleansing the city



The two man team have delivered 2,000 hours of deep cleansing since November 2014

Where we've cleaned...



Canterbury in Bloom 2015

- 245 hanging baskets installed on businesses across the city
- Working with partners from across the city:
Cathedral, CCCU, Friends of the Kingsmead Field, Community in Bloom, Canterbury Society, Oaten Hill DS, Abbots Mill, Rough Old Wife Cider, CCC, Westgate Parks, Franciscan Gardens, Whitefriars, Fifth Trust, SMACS and the Environment Agency...
- The city won the South & South East in Bloom Gold award this year



.....and loving a poem



CANTERBURY IN BLOOM
POEM WRITTEN BY NIELAM SAREDTA



The BID is also sponsoring the Wise Words Festival in 2015/16 adding some poetry to what we do!



BID Ambassadors!

James



Catherine



Julia

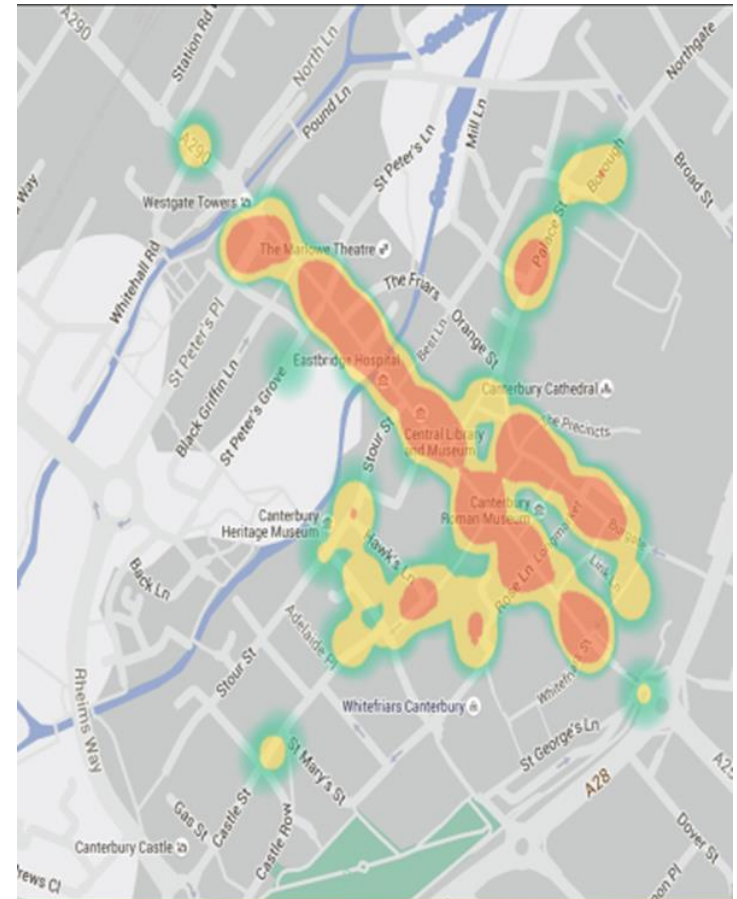


Lauren

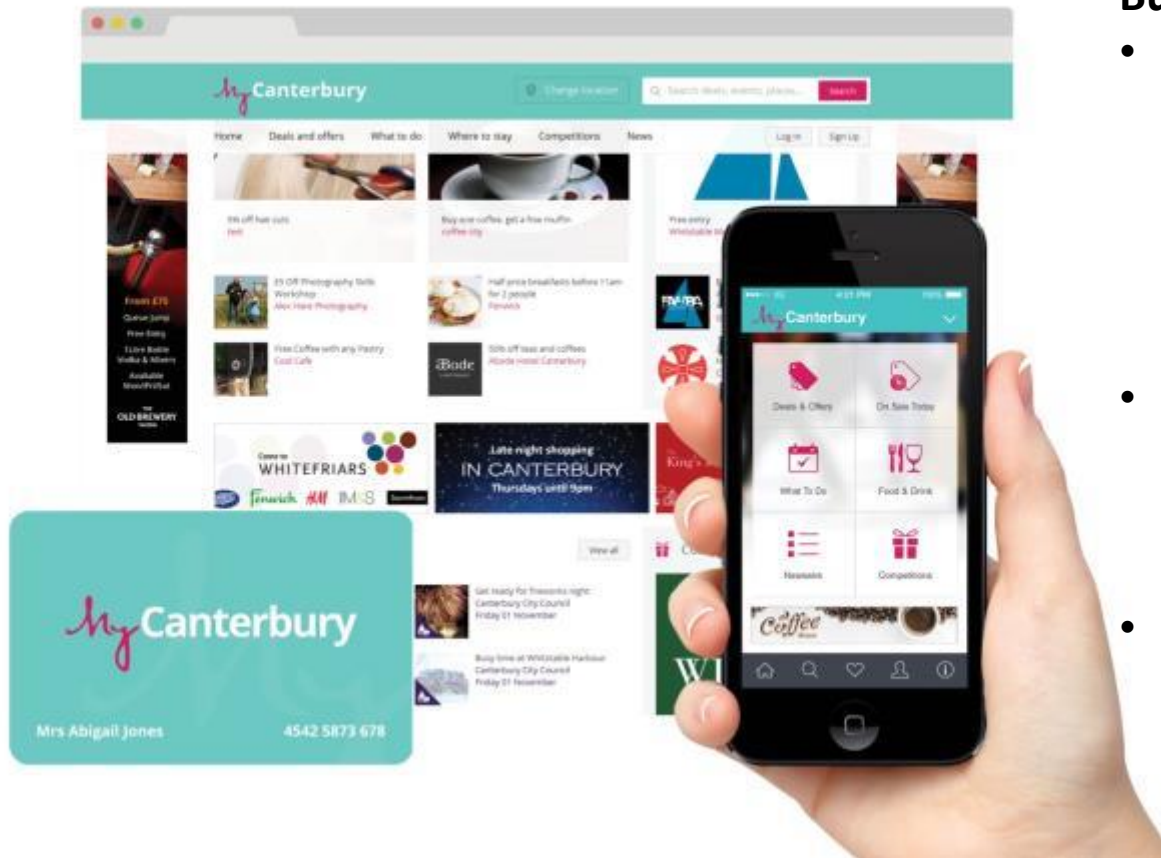


Our Ambassadors by numbers...

- 1,832 visits to levy paying businesses
- 25,762 visitors welcomed since they started
 - 37% foreign visitors
 - 61% UK tourist
 - 4% residents
- Issues reported to the relevant authorities
 - 353 environmental issues reported
 - 631 cleaning issues reported
 - 44 anti social behaviour issues reported



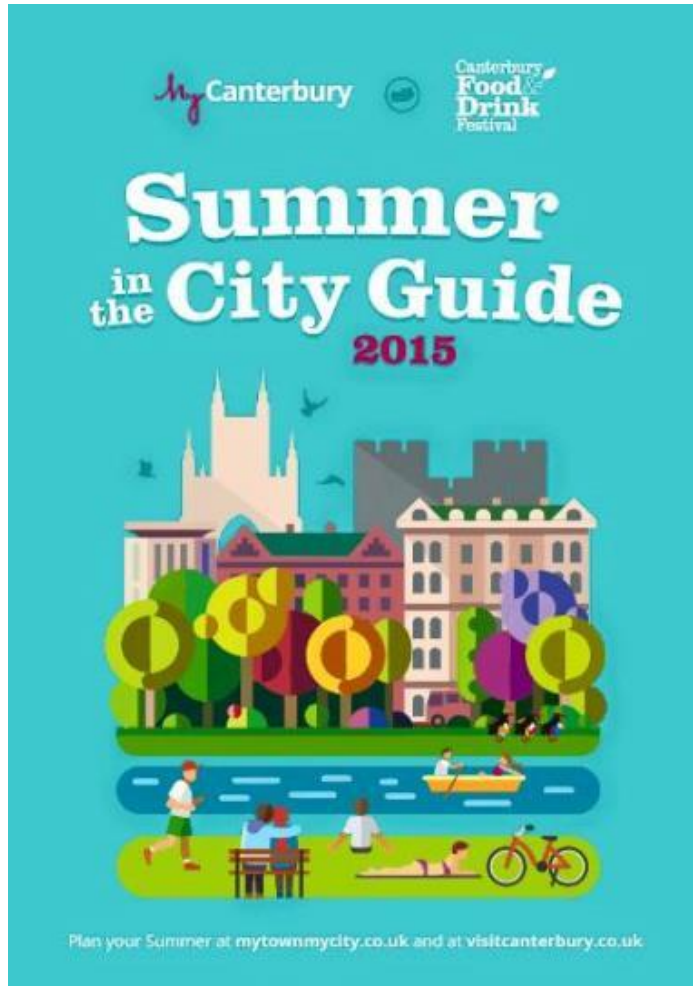
MyCanterbury



Business promotion:

- 31,000 users including 13,500 App downloads (550 in the last 4 weeks) and 10,000 cards in circulation + website sign ups
- 260 businesses featured; 100 businesses have paid for promotion on the platform
- BID will generate around £30,000 pa from the platform

MyCanterbury City Guides!



- City Guides introduced in 2015 – Summer and Christmas
- 20,000 copies of each circulated – direct to homes, Visitor & Tourist Information Centres, supermarkets & service stations in East Kent, Hotels and B&Bs, schools and businesses throughout the city
- Cost neutral

Monthly Networking



get connected
business networking

provided by **Canterbury Connected BID**

meet **new** contacts and generate
new opportunities...and **sales**!

- Takes place once a month on a Wednesday from 5-7pm at different venues throughout the city. If you would like to host networking, let us know.
- Join in the discussion, feel connected & find out what others say
- 30-40 attendees
- Come along 20th April 5-7pm, Zeus Taverna on Orange Street



Utility Savings

Local company, ZTP, offer BID businesses a free utility cost evaluation service, and they can help reduce your utility bills.

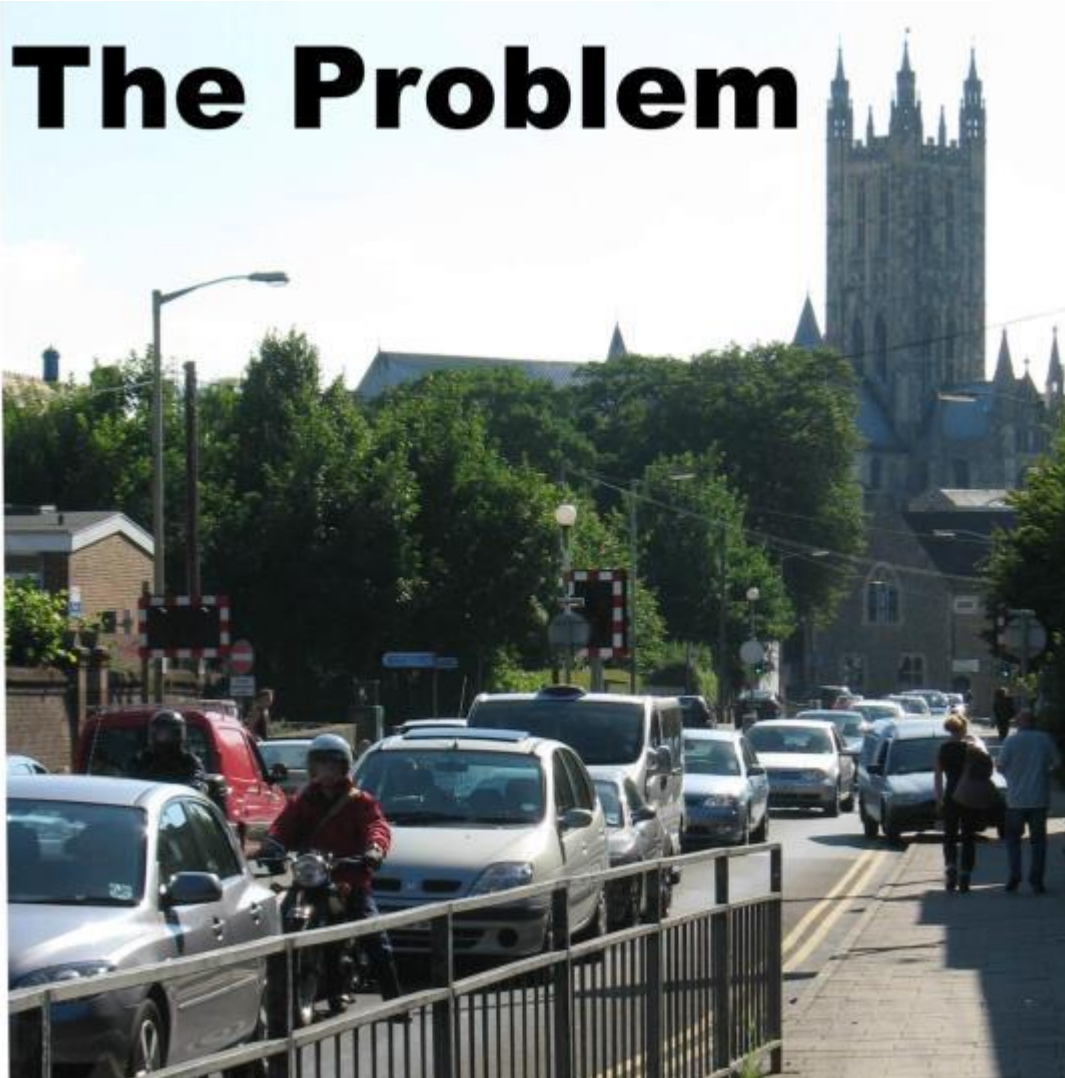
To date ZTP have secured savings for 16 businesses in the BID area.

- **Savings to date:** £18,413.79
- **Average annual savings for BID businesses:** £920.69
- **Number of businesses in the BID area:** 16 with a further 73 interested
- **Most recently saved a café / restaurant** £1,340 annually



Transport & Access

The Problem



- 25% increase in homes across the 6 Districts of the city's catchment area
- Congestion and air quality are an issue
- The city is under pressure with 7m visitors and 30,000 students

How do we find solutions that work for everyone?



BID Transport & Access Group has developed a BID Policy.

Council proposals have reflected much of the BID's policy approach.

BID supports CCC policy except:

- No to closure of Hawks Lane car park
- Need evidence for closure of Rosemary Lane car park

Governance



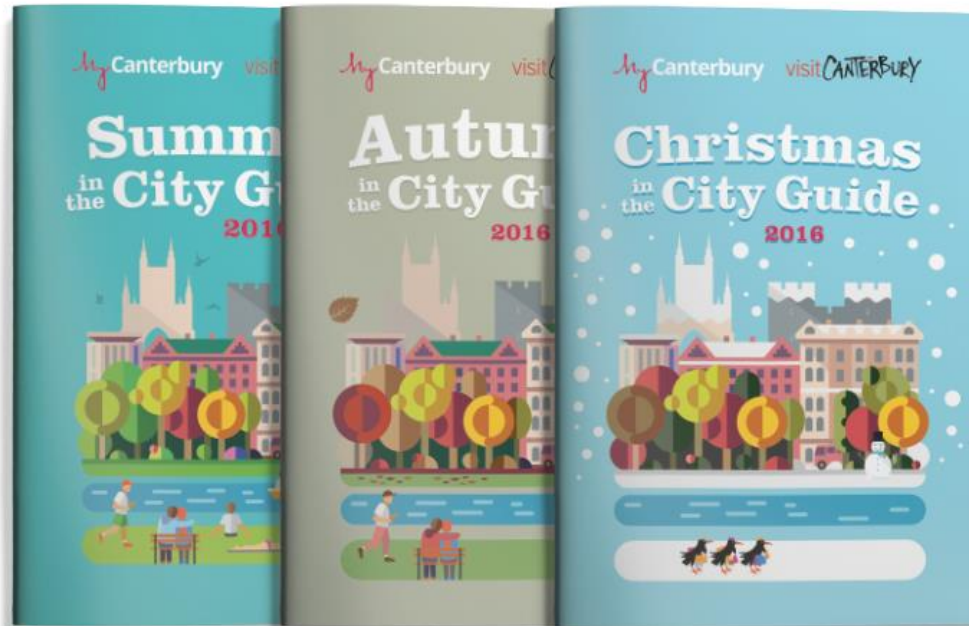
Impact 2015

- **Fewer empty shops:** nearly HALF the national and regional average: 5.3% average (Nat 9.9%)
- **Higher Footfall:** up by +1.8% compared to -1.6% for other locations in the SE
- **Fewer Tourists:** -4.4% with 10% drop April- July due to Stack and exchange rate issues; Kent +3.5%
- **But higher turnover overall:** our business monitor reports +3.3% over the last 12 months (Nat +0.4%)

New for 2016...

- 13th April: **Evening & Night Time Economy Conference**
- 1st May: **City Sound Cathedral Quarter stage** with Makers Market
- Early June: **300** hanging baskets installed
- 9th July: **Medieval Festival**
- July/August: regional and **NATIONAL** Bloom judging!
- 22nd September: **Hop Pocket Race 2**

Even better MyCanterbury



- New version summer 2016
- Upgrade for v1 this autumn: better functionality
- Christmas in the City Guide
- Two more Guides planned in summer and Autumn 2016

Joining up and never giving up...

A Digital City Working Group



To review the digital future of the city and what needs to happen to ensure Canterbury is 'digitally fit for the future'.

And a Landlords' Forum



To begin a conversation with commercial property owners about the future of the city

Kent Contemporary campaign

An image of Canterbury across the London station network in June 2016

- Cost £25k per annum, shared by BID (£14k), Whitefriars (£5k), CCC (£5k), Canterbury Tales attraction (£1k)
- 2015: 21% (60,530) day trips influenced by image; 17% (113,559) overnight trips
- Image recall: 10 – 38% depending on image

Visit Kent: Kent Contemporary London Campaign



Campaign was targeted at commuters and visitors travelling through Waterloo station on a Friday afternoon over a 6 week period. The footfall during this period was in excess of half a million

Visit Kent: Kent Contemporary London Campaign



Digital sites at London Victoria – one of our key gateway stations



One of the traditional static sites on the London Underground...

In Summary...

- Loads has been delivered in the first 18 months...
- But a great deal still to do...
- And how do you get the most from your BID levy?

**GET
INVOLVED!**