



Annual Report 2023-2024

Your award-winning Business Improvement District, recognised nationally, is here to help support and facilitate your success.



Canterbury is an award-winning city...

... and proud member of



The impact of your BID

We have achieved so much together in the last 10 years, and we are thrilled that we can continue to build on that work for another five years following the successful ballot in July 2024. The new term will see us welcoming the entirety of Northgate, along with Riverside to the Canterbury BID area (see map on back).

We will continue supporting the city's business community, using the power of many to bring about positive change, protecting the city and your interests. Our aim is to bring more people, more success and more recognition to Canterbury – building a stronger, more resilient business community now and in the future. We will continue to listen and amplify the voice of business, working shoulder-to-shoulder in

areas where our support is needed, and we will continue to be bold with our actions to bring commercial success to our members.

Business Improvement Districts are independent, business-led, not-for-profit initiatives that agree by ballot every five years to pay an extra levy to fund activities and services that will improve the trading environment. Canterbury BID was voted for by the businesses of Canterbury in July 2014, 2019 and again in 2024 for another five-year term.

Our vision is for Canterbury to realise its full potential as an award winning, vibrant and desirable destination, setting the example that other cities want to follow.

A snapshot of 2023-24

The projects, activities and priorities for Canterbury BID are set out in the Business Plan, which is developed in consultation with businesses and organisations in the city, and overseen by an elected Board of Directors who all represent the business community in the city.

Visit Canterbury, increased website visitors from 36,000 to 90,000 visitors per month and newly launched eNewsletter has 6,000 subscribers.

Hosted 13 **networking** and 8 **training sessions** attended by 670 business members.



Provided 46 businesses (24 in 2023) with free **Zero Tolerance training** and accreditation.

Organised **Best Bar None Awards** celebrating 30 (19 in 2023) locally accredited hospitality businesses.

Developed a digital guide to promote Canterbury as the **'Best Night Out'** in Kent.



Saw 13,000 **Medieval Pageant Trail** visits, finished the parade in the Cathedral Precincts, and received national press coverage.

The 6-week **Christmas campaign** that achieved a record 22 million impressions.

Distributed **1,000 Student Welcome tote bags** with special offers from businesses at welcome activities and fairs.

MyCanterbury produced 38,000 seasonal city guides, 6,000 shopping maps, 6,000 What's On and event leaflets and distributed 1,675 Local Offers Cards.



Represented the business community at Levelling Up, Transport and Local Plan consultations.



Produced a **Christmas Light Parade** with four giant pantomime characters, 200 sparkly school children and a new route that finished in the Dane John Gardens.

Financial Report (Oct 23-Sep 24, BID 2, Year 5)*

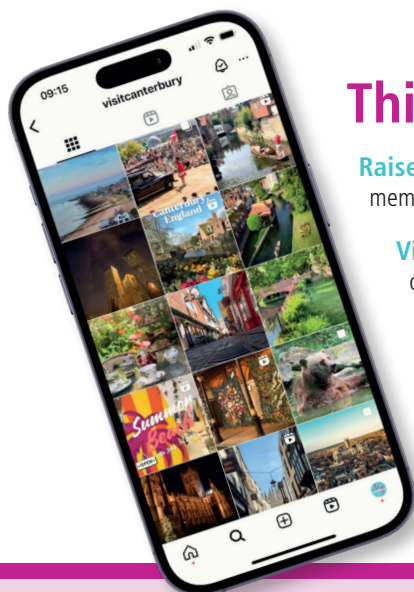
■ Budget
■ Actual (projected)

Income

Levy	Budget: £471,056	Actual (projected): £455,860
Commercial Income	Budget: £18,900	Actual (projected): £19,150
Voluntary Contributions	Budget: £28,677	Actual (projected): £28,834
Sponsorship	Budget: £24,617	Actual (projected): £24,548
Grants	Budget: £0	Actual (projected): £22,123
Service Level Agreement (CCC)	Budget: £19,000	Actual (projected): £19,000
Visit Canterbury	Budget: £33,425	Actual (projected): £33,425
Total*	Budget: £595,675	Actual (projected): £602,941

Expenditure

Promotion & City Animation	Budget: £368,216	Actual (projected): £373,034
Support & Representation	Budget: £172,943	Actual (projected): £168,309
Improve the Experience	Budget: £69,906	Actual (projected): £67,186
Levy collection costs	Budget: £11,200	Actual (projected): £11,200
Management & Overhead	Budget: £97,126	Actual (projected): £87,988
Total*	Budget: £719,391	Actual (projected): £707,716



This year's highlights

Raised £147,080 on top of the levy through sponsorship, commercial income, grants and voluntary membership.

Visit Canterbury website received 703,398 visitors (73% increase) during this BID year with over a million impressions on Instagram alone.

Ringfenced £208,000 for the 130 participating businesses through the Canterbury Gift Card including £50,000 invested by Canterbury Christ Church University in cards for their students.

Business Cost Savings Programme provided free support, guidance and negotiations around all business related costs, with **£162,000** in savings identified.

Created a **Christmas Hornby Train Trail** involving 40 businesses, 7,000+ tickets stamped and 500+ competition entries.

Sponsored and supported 14 city centre events that encourage footfall and dwell time.



Expanded City Animation Programme with additional Christmas lights, flower baskets, window vinyls and lamp columns banners.

Launched the **West End Quarter**.

Supported the **Castle Quarter** with wayfinding. Sponsored **King's Mile** events and funded **Cathedral Quarter's** social media activities.

Further developed "**The Becket**" street cleaning programme to include litter removal, washing and weeding.



Halloween activities included digital and print marketing, a visit from Death and storytelling sessions.



Established the **Safe and Secure Roundtable** with Whitefriars, businesses around the city, Kent Police and Canterbury City Council to help tackle retail crime and anti-social behaviour.

The **Ambassador Team** increased street scene reporting, cleaning and business visits.

Provided hourly, weekly and monthly **footfall reporting** along with **City Performance Reports**.



Benchmarked **carbon footprint** at BID-run events with Reward Events.

Successfully **renewed Canterbury BID** for a further 5 years!



What's happening in 2024-2025

In addition to building on our usual activities our new proposals include:

- A **new ambassador programme** with particular focus on safety and security in the city.
- **Halloween marketing campaign and activities** to promote the city as a destination on Spooky Saturday including a Ghostbusters car, storytelling around the city and Zombie Run at Riverside.
- **Representing you in local government consultations**, including the Council's Levelling Up project
- **Christmas Campaign** to target audiences across Kent, so highlighting the extended Christmas Market which will include the Cathedral Precincts.
- A **Christmas window trail** that celebrates Canterbury's nostalgic children's toys.
- **Support and promote local events** through BID, MyCanterbury and Visit Canterbury and the Canterbury Culture group.
- **Continue to build on the city-wide promotional platforms**, locally, nationally and internationally.
- **Inward investment** – leadership on the Canterbury Tales of England board to help encourage continued investment in the city and support for the 'Invest Canterbury project'.
- Invest in **street installations** year-round to bring colour to the city.
- Develop a **travel campaign** that promotes access to the city.

*Notes

An explanation of how the levy is calculated (the "Levy Rules") is available on the BID website.

1. The BID's Reserves Policy means that the underspend in years 1 and 2 (due to the pandemic) could be invested in years 3, 4 & 5 (2021-24).

2. Levy collection lower than expected due to some large empty properties where companies are in administration.

3. The financial year ends on 30 September 2024. These numbers are subject to confirmation in the year-end accounts which are published in full on Companies House.

There are over **340** BIDs in the UK, including three in Kent (of which Canterbury was the first), investing over **£150 million** every year, giving business an independent voice and investing in business-led initiatives.

For questions about your levy bill:

contact Canterbury City Council on **01227 862 316** or **862 326** or email **businessrates@canterbury.gov.uk** (they are the collection agent and can answer all questions about levy collection).

To sign up for paperless billing:

visit **canterbury.gov.uk/paperlessbidbill**



8 ways to get maximum value from your BID levy:

- 1 Sign up and read our regular **e-newsletters** for businesses.
- 2 Join our monthly business **networking**.
- 3 Tell us which **grot spots** need cleaning.
- 4 Join one of our **training events**, usually held between January and June.
- 5 Head to **Visit Canterbury** and ensure your business is correctly listed.
- 6 Get involved with **marketing campaigns** (Medieval Pageant, Student Festival, Halloween, Christmas and more).
- 7 **Send us content** for our weekly MyCanterbury and BID eNewsletters.
- 8 Use the **City Performance Reports** and **BID Operations Reports** on the website.



BID Board Members

A full list of BID Board Members (elected April 2021) is available on the BID website.

Canterbury BID Team

Lisa Carlson
Chief Executive Officer

Rachel Pilard
Head of Marketing and Communications

Lucy Martin / Julia Wierucka
Operations Managers

Jo Taborn
Marketing & Business Development Officer

Emily Wells
Administrator

Zak Rees
Ambassador

canterburybid.co.uk

