

8 February 2008

Dear BID Member

I am writing to inform you of the activities of the Coventry Best for Business (CBfB) and how I believe the planned programme of support will benefit your business and Coventry as a whole. Before doing so, I would like to provide you with brief details about CBfB as it has become clear within the last few weeks that some BID members may not have received all the information from us which is unsatisfactory.

Business Improvement Districts (BIDs) allow companies in a defined local area to work together to decide what are the common issues facing their trading environment, what measures need to be put in place to counteract these issues and how much they wish to pay for these measures. The BID was a long time in the planning and arose directly from what Coventry businesses were repeatedly saying in surveys. In February 2007, a ballot took place and a majority of businesses voted in favour of CBfB. The BID came into operation on 25 October 2007 and will last for 5 years. The CBfB was established with one over-riding vision: to make Coventry the best place in the UK to do business. The CBfB covers just over 2,500 businesses either located on around 80 business parks or industrial sites within Coventry.

Each business within the scope of the BID is able to access all of the following benefits:

- Crime reduction measures (CCTV; patrols; private investigations; advice and alerts to current criminal activity). Mobile patrols across the city began operating on 25 October 2007
- Free broadband connectivity via a cable / wireless infrastructure (up to 8mbps and a contention ratio likely to be better than 20:1). If you are interested in this offer now or in the future, please send an e-mail to: [info@coventrybest4business.co.uk](mailto:info@coventrybest4business.co.uk)
- Business Area Champions – a team of experienced managers each responsible for an area of the City providing hands-on help with local issues
- Actions agreed by the Board to improve the image of the City at a local, national and international level
- Procurement deals – using the buying power of the BID network to secure the best possible terms for buying common goods and services
- Advocacy – the Business Area Champions provide a conduit for the views of business to be gathered and aggregated

In respect of an invoice for your BID levy which you will have received from Coventry City Council, I would advise you that you are legally obliged to pay it under the Business Improvement Districts (England) Regulations 2004. The Council is only acting as the collecting body. CBfB is a private sector, independent not-for-profit Company that is managed by a board of local businesses. If you would like to know more about the Company, please visit our web site at: [www.coventrybest4business.co.uk](http://www.coventrybest4business.co.uk)

Our planned programme of expenditure utilising the levy income during the period 25 October 2007 to 31 March 2008 is part funding the installation of a cable and fibre network across the city that will provide CCTV coverage and broadband facilities from April with the infrastructure programme being completed by July 2008. If you would like to discuss the benefits package in more detail or would like to meet with a Business Area Champion, please ring 024 7665 4300.

Yours faithfully

Stephen Welch  
Chief Executive