

30 October 2008

Dear Client

I am writing to update you on the progress of the Company's activities and of several new services that we shall be launching during November and December.

Since the launch of Coventry Best for Business (CBfB) in October 2007 we have been providing a number of business crime reduction programmes including 24/7 mobile patrols across 84 locations and have recruited a Crime Reduction Officer who has already provided crime prevention advice to more than 200 businesses. In addition to this activity we have distributed levy funds to support a number of targeted marketing campaigns aimed at improving the image and perception of Coventry as well as support for inward investment initiatives. Since January a team of seven experienced individuals, each with different specialisations, has been employed to liaise directly with levy payers. Their role as Business Area Champions is to understand the issues faced by businesses and provide hands-on help to resolve those issues. To date we have engaged with more than 1250 levy payers across Coventry. In December we shall be offering a bulk procurement service using the combined buying power of 2000 businesses within the scope of the Business Improvement District to secure greater discounts and benefits for levy payers. Further details will be available nearer the launch date.

As you are probably aware from previous communications, CBfB embarked upon a Partnership with Coventry City Council in autumn 2007 that involves the creation of an optical fibre Wide Area Network (WAN) across the city. This is a £10m infrastructure project that began as soon as CBfB commenced its operations last October which will provide considerably improved connectivity to a wide range of organisations from both the public and private sector. An important feature of the WAN is a network of 300 new security cameras to cover 84 business sites actively monitored 24/7 via a new state-of-the-art CCTV control centre specifically aimed at reducing business crime. The network will also be used to provide a unique wireless internet service available to all levy payers with the aim of providing high-speed bandwidth connectivity. The original plan was to have both services fully operational from spring 2008 onwards but due to the scale and nature of this innovative project, the partnership has encountered some unforeseen technical difficulties. Regrettably this has led to a delay in launching these two services. However, I am pleased to report that we expect to begin service delivery from the middle of November and anticipate that 25% of businesses will receive the benefits of both services before the year-end with the bulk of customers being connected during the first quarter of 2009.

At a recent CBfB board meeting, the Directors (all levy payers) took a decision to defer issuing the 2008/09 levy invoices until November 2008 and you should receive a BID levy invoice from Coventry City Council week commencing 24 November. We are keen to maintain a regular dialogue with levy payers and would encourage you to make contact with a Business Area Champion (Tel: 02476 654321) or alternatively you can contact us by visiting our web site: [www.coventryb4b.co.uk](http://www.coventryb4b.co.uk). We remain fully committed in the delivery of our business plan objectives and in making Coventry the best place in the UK to do business.

Yours faithfully

Stephen Welch  
Chief Executive