

Statutory Statement of information on the Business Improvement District as required under the BID Regulations 2004

The revenue assessed as due under the BID regulations for the period 25 October 2007 to 31 March 2008 was £1,034,104.

The amount spent on the BID arrangements in the same period was £849,464. The surplus will be carried forward to fulfil the BID business plan for subsequent years.

The expenditure in 2007-08 was incurred on the following:

- crime reduction initiatives, including mobile patrols and the services of a crime reduction officer
- business support, through the deployment of a team of Business Area Champions to advise and assist levy-payers
- measures to improve the image of the city, including events, marketing and other promotions
- security and broadband connectivity, all necessary preliminary work undertaken before the installation programme can commence roll-out
- on-line business promotion, the development and launch of a multi-functional website for BID businesses including contract tendering, networking, business directory, improving ranking and web presence
- set-up costs, administration and overheads

The business plan for 2008-09 provides for the continuation of the above plus the following:

- work on the construction and commissioning of the BID's optic fibre and wireless network, in partnership with the City Council
- introduction of active 24/7 CCTV monitoring in purpose-built Control Room and Automatic Number-Plate Recognition technology to assist crime prevention
- providing access to broadband connections and services
- introduction of cost reduction service using the combined buying power of 2000+ BID businesses to negotiate greater discounts for essential running costs including utilities and waste disposal.

Coventry Best for Business (CBfB) **Comprehensive Benefits Package**

All the benefits are designed to reduce either BID businesses' operating costs, improve competitiveness or increase sales opportunities.

On-line Business Promotion

A multi functional website (www.coventryb4b.co.uk) has been built specifically for BID businesses, which provides: an effective online platform for contract tendering and business promotion; a Coventry business network; a Coventry business directory; free advertising on popular search engines; relevant news about your business area; tailored information on local crime initiatives, crime prevention and up-to-date warnings; messaging service; event calendar and a free classifieds section, suitable for job vacancies and items for sale. Available now.

Cost Reduction Scheme

Through a partnership with a cost reduction specialist, BID businesses can use the combined buying power to access highly competitive prices for services that have been identified as common areas of cost for the majority of businesses, including utilities and trade waste. Nominated suppliers are predominantly from the Coventry area, and are vetted for quality of service and reliability as well as price. Available now.

Business Area Champions

A team of business experts, each with different specialisations, appointed to fully understand the issues faced by BID businesses and providing the appropriate hands-on help required to resolve these issues – be it advice, advocacy, lobbying or support. Available now.

Crime Prevention Advice

Preventing crime saves businesses time, effort and money. Coventry B4B has employed a security specialist with over 40 years' experience to provide a crime prevention advisory service. He liaises not only with West Midlands Police, local crime prevention bodies and site action groups, but is also available to give one-to-one advice specific to your individual business premise. Available now.

Actively Monitored CCTV Network

Actively monitored CCTV is a proven deterrent to criminals and to those engaging in anti-social behaviour. It can also have a very positive effect on your employees' sense of safety. Coventry B4B is establishing a network of 300 high-quality surveillance cameras which are actively monitored 24 hours a day, seven days a week from a purpose-built control centre. Rollout has commenced.

24/7 Mobile Security Patrols

Business crime costs each business an average of £7,000 per year. Security specialist MITIE have been contracted to patrol the 84 BID sites at least three times per day. These patrols operate 24 hours a day, seven days a week. Available now.

High-Speed Broadband Connectivity

High-quality broadband connectivity is now an essential business tool. Coventry B4B is rolling out a fully supported business broadband service based on leading edge fibre and wireless technologies. This service provides speeds of up to 8Mbs and is included at not extra cost to BID members. Rollout has commenced.

Image & Perception

The City's perception is very important and Coventry's negative image has direct impact on staff recruitment, staff retention, competitiveness and profitability. Coventry B4B is undertaking targeted marketing initiatives specifically aimed at improving the perception of Coventry. Available now.

If you would like to discuss the benefits package in more detail or you would like to arrange a meeting with a Business Area Champion, please ring: 02476 654300 or visit the web site: www.coventryb4b.co.uk