

9 May 2008

Dear Client

I am writing to update you on recent activities of the Business Improvement District (BID). I am pleased to inform you that we have recently signed a contract with BT Lynx to provide free broadband services to all businesses in the BID area. As I'm sure you are aware, BT is the UK's leading telecommunications company and we are delighted to be partnering with them in this new venture. It has been a long and rigorous selection process and I believe we have got the best possible deal that will significantly improve the connectivity issues across Coventry that so many businesses highlighted during our consultation process in 2007 as well as reducing your bottom-line costs. The broadband service will take about two months before it becomes operational but I'm pleased to say that we are on target for launching the service in July. More details of the broadband service will be sent to you over the coming weeks. In the meantime, if you have not yet signed up for the broadband service, please complete the fax back form on the reverse of this letter or alternatively, you can register your details on the BID web site. The address is: www.coventrybest4business.co.uk

Progress on the BID's £2.5m infrastructure investment in a joint venture with Coventry City Council in building a Wireless Area Network (WAN) covering the whole of the city is moving rapidly ahead and the aim is for the CCTV network across 85 sites to start coming on stream in June. Eventually a network of 300 actively monitored cameras will operate across Coventry 24/7 with the specific aim of reducing business crime. In a crime survey carried out by Coventry and Warwickshire Chamber of Commerce this month, the Chamber reported that companies in the region suffer, on average, around two crimes each per year and, in total, crime is estimated to cost each business more than £7k per year. The overall annual cost of business crime to the national economy is estimated to be £12.6 billion. In addition to the CCTV network, the BID is also funding four patrol vehicles that operate across the city 24/7 and they are beginning to have a real impact in reducing crime in several troublesome areas in Coventry. We are also offering free crime prevention audits and please contact us if you would like to make use of this service.

As previously advised, the BID will operate for a period of five years to October 2012. The board of directors recently decided that levy invoices for the financial year 2008/09 should be delayed for three months due to the fact that not all the services are in place and therefore you will not receive an invoice for the full 12 months until July 2008. During the current financial year, the BID will be deploying the bulk of its £2.3m income on the WAN infrastructure project, the broadband service and supporting a number of marketing initiatives aimed at improving the image of Coventry to make the city more commercially competitive.

Finally we have just launched a new web site which over the coming months will be our primary communication channel to the 2500 companies in the BID area. We want this method of communication to be a two-way process as well as providing you with the facility to independently contact and do business with other local companies. Later in the year we shall also be offering bulk procurement deals via the web site. Feedback from the Business Area Champions has identified waste collection as a priority area. It is important that the services on offer from the BID meet your business needs and if we are to make Coventry the best place in the UK to do business, your active involvement in what we are trying to achieve is important to us. If you would like to speak to your Business Area Champion, please call on 02476 654300 or alternately send an e-mail to: info@coventrybest4business.co.uk

Yours faithfully

Stephen Welch
Chief Executive

Coventry Best for Business (Business Improvement District)

BROADBAND REPLY FORM

We are interested in taking up the BID Broadband service. Please note that if you are renting or leasing your premises it will be necessary for you to seek agreement from your landlord/owner of the building as some external connection work will be needed. The cost of providing a subscriber module, router and the installation will be met in full by the Business Improvement District.

Company Name:
Contact:
Position
Address
Telephone:
E-mail:
Fax:
Business activity:

Please complete the form and return it by fax to: 02476 450242