

Coventry City Centre

Business Improvement District 2013 - 2018



COVENTRY
Business Improvement District
Enhancing your city centre

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Introduction - Peter Dunkley, BID Chair



It is my pleasure to introduce this proposal for the renewal of the Coventry City Centre Business Improvement District (BID). As the owner of a unique independent business I understand the great value the BID brings to our city centre and the importance of its continuation for a further five years.

I feel the BID gives small and large businesses a voice within the city centre and provides a mechanism to effect real change in our high street.

You will see from this proposal that we have listened to the responses from the consultation process which saw 209 businesses complete the end of term BID survey. We understand that crime reduction is a high priority for most businesses and funding for the radio and Ambassador Scheme will continue. We will also be upgrading the radio system to a digital platform and issuing businesses with brand new radio handsets.

We will continue to prioritise deep cleansing works and will be working closely with businesses to ensure that satisfaction levels are in line with expectations. We will be increasing the levels of chewing gum removal and are working with the council on the procurement of extra machinery. We will also be focusing on our greening program to ensure we maintain and extend the level of flora within the city centre on a sustainable budget.

We have made our marketing plan more flexible in response to feedback from businesses and will be creating a marketing sub-committee to review our marketing strategy on an annual basis. We will commit to improving our digital offer and will launch a brand new BID website offering businesses the opportunity to interact with their customers throughout the year. In support of this we will also be introducing seasonal marketing campaigns; these will tie in with existing council and private sector campaigns and events for a bigger critical mass.

Please take a look through this prospectus and I hope you will join me in supporting our renewal proposal for the 2013-2018 BID.

Peter Dunkley, BID Chair and owner of Blue Bistro



A message from Cllr Lynnette Kelly



As the Cabinet Member for City Development I am delighted to support the renewal of the city centre BID.

Our city centre is in a period of transition and it is vital to continue the fabulous work undertaken by the BID team. Several key development projects are in the pipeline-most notably City Centre South and Friargate which I feel demonstrates the aspirations of the city as we look to attract new investment and create jobs.

The council is committed to supporting businesses in the city centre and in addition to our statutory obligation to the BID from levies on council-owned properties we are pledging to commit a voluntary contribution of £425,855 over five years.

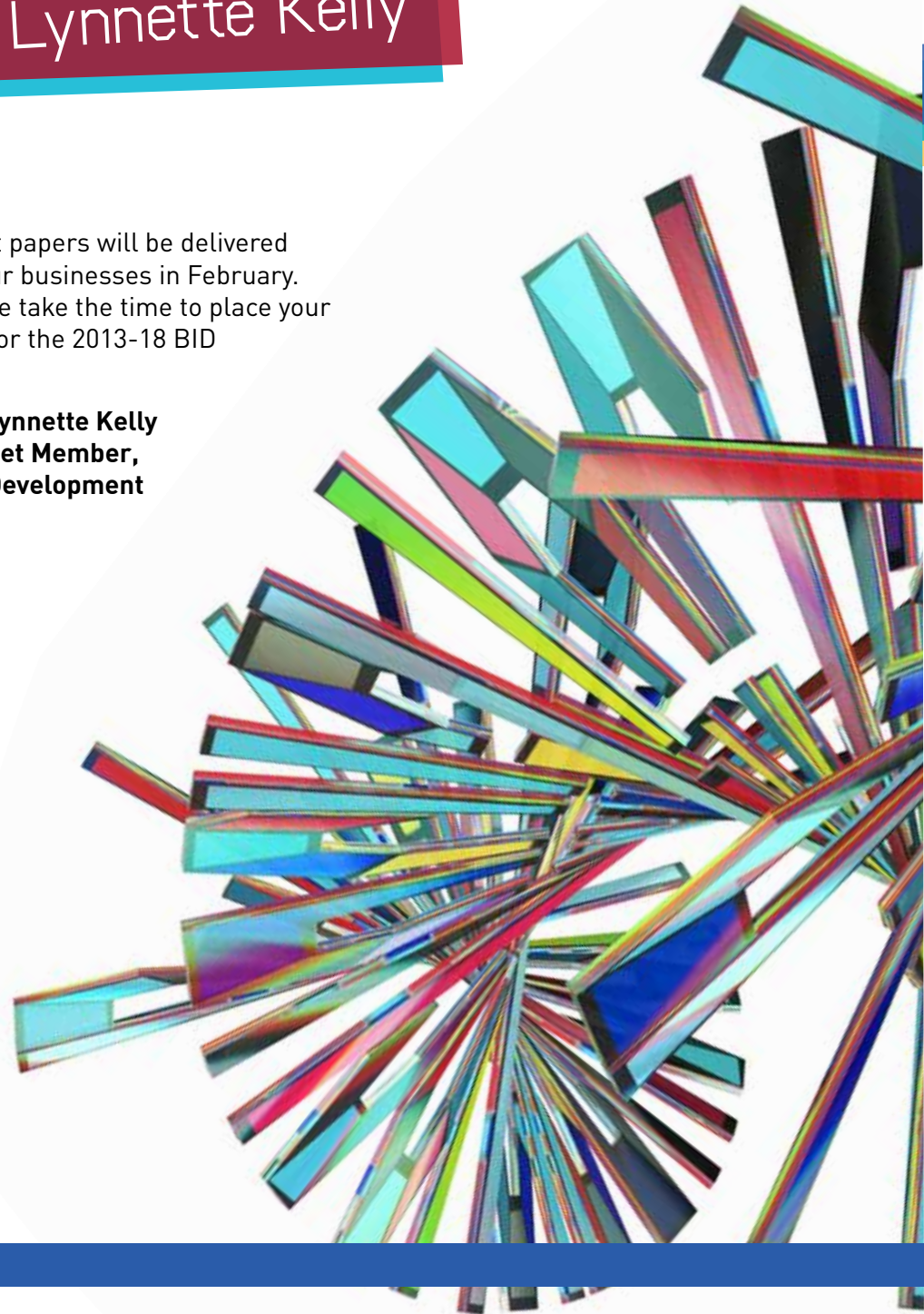
This commitment is in response to the importance we place in our city centre and is in addition to the investments we have made already in improving the public realm and the investment in the Meantime Strategy.

We recognise these are tough times financially for both the public and private sector but there is lots to be positive about here in Coventry.

This BID Proposal will ensure that the BID team continue to represent the views of city centre businesses to senior council officers and councillors and will continue to strongly position our city centre in the face of emerging competition from other towns and shopping centres locally.

Ballot papers will be delivered to your businesses in February. Please take the time to place your vote for the 2013-18 BID

Cllr Lynnette Kelly
Cabinet Member,
City Development



Executive Summary

Coventry City Centre is now approaching the end of its second successful term as a Business Improvement District (BID). The economic downturn has had a massive impact on town and city centres throughout the UK. Here in Coventry the BID has been vital in helping to maintain a vibrant city centre. The BID's ring-fenced budget allowed service levels set in 2008 to continue up to and including 2013. Services including greening, cleansing, marketing and crime reduction, all key elements in making the city centre a safe and attractive destination, have been maintained and improved.

Coventry City Centre is home to over 600 customer-facing businesses, all of whom contribute financially towards the BID. This equates to almost half a million pounds a year and makes a real difference to the trader and visitor experience. A number of exciting projects are set to take shape over the next five to ten years, building on the work already completed in Broadgate and the

improved connection to the railway station. This will play a major part in developing the city centre as a centre for events which is important in providing a reason for people to visit Coventry.

The BID will be vital in funding projects that will showcase the city centre as being open for business over the next five years. And it has already proved it is the most appropriate vehicle for businesses to invest in their city centre for two clear reasons:

- i. the financial framework is fair to everyone involved as all businesses contribute an amount directly measured against their business rates
- ii. businesses have the opportunity to raise and implement their own ideas

The BID's Vision will be:
To make Coventry City Centre a more attractive place to visit and do business

The BID's four main objectives are to:

1. Understand the customer
2. Improve perception
3. Provide the experience
4. Retain and grow our customer base

Projects will continue to focus on four key areas:

Marketing
Crime Reduction
Cleansing
Greening

Why we need a BID?

It is important that Coventry continues to fund additional improvements through the BID to maintain and increase competitiveness with neighbouring centres.

City centres across the country are under pressure from out-of-town developments and Coventry is no different with stiff competition from Central Six retail where customers can park for free. Arena Shopping Park has recently improved its offer with the addition of Decathlon (part of the largest sports group in the world), Next (home store) and Just For Pets in addition to the existing New Look, Tesco, M&S, Game, Starbucks and Pizza Hut.

The most notable emerging threat appears to be the Warwickshire shopping park in Binley. The £50million investment, initially proposed in 2007, looks set to open in Spring 2013. Already signed up are Asda Living, M&S, Top Shop and Boots.

Out of city, Birmingham continues to thrive and with the addition

of John Lewis opening in 2014 have strengthened their already impressive retail offer. Leamington, Rugby, Solihull and Stratford have also set up their own BID's over the past five years.

"We have found the BID team to be very helpful and supportive of our business and our customers. We feel the city centre is a safer place with the BID and makes us feel more secure as we know there is always someone nearby to help."

Katie Hodgkins
Owner, KBN Reptiles

What is a Business Improvement District (BID)?

- A BID allows businesses in a geographically defined area and business sectors to vote on which additional services they want to invest in, to improve their trading environment
- The vote is open to all tenants. If a majority, both by number and by rateable value, approve the proposal, all ratepayers will contribute through their business rates
- BIDs give local businesses the power to effect changes that will benefit them in their local community. Improvements may include extra safety/security, cleansing and environmental measures, improved promotion of the area, improved events and greater advocacy on key issues. Legislation does not put a limit on what products or services are provided
- Businesses have the opportunity to agree on the projects for which they are contributing and to vote in a ballot on the amount of money they are prepared to raise, enabling them to become involved in the administration of the scheme

- The interests of large and small businesses are protected through a system which requires a successful vote to have a simple majority in both votes cast and rateable value of votes cast
- Businesses must be able to sustain the additional cost – the BID levy income raised must be enough to make it a viable venture
- Once voted for, the levy becomes mandatory on all defined ratepayers and is treated as a statutory debt
- The plan voted for has a lifespan of five years and further proposals have to be reaffirmed through a vote
- Local Authorities play an important facilitating role and in particular are charged with legal responsibilities, including the provision of ratings data to calculate the BID levy, the collection and enforcement of the BID levy via a ring-fenced BID revenue account that is then passed straight to the BID company, the organisation of the formal BID ballot, and the preparation and commitment to the baseline service agreements.

Benefits for the local community:

The BID benefits everyone by supporting economic well being and growth in the area and it:

- helps to maintain competitiveness within the region
- develops a successful partnership between the private and public sector
- provides sustainable investment for ongoing capital projects and services
- creates a positive sense of safety and well being.

Benefits for business include:

- the BID increases footfall
- increases consumer spend and sales
- reduces costs of joint activities - increased buying power
- gives businesses a local voice
- fair to small businesses
- fair to investors and there is no free-loading.

Benefits for the local authority:

- provides new, sustainable investment and doesn't detract from other resources
- has commercial support
- promotes greater understanding of the role of the local authority
- develops partnerships with the private sector.

Benefits for land and property owners:

- assists capital growth
- increases rental values of properties in the area
- increases the desirability of the area and attracts occupiers
- forges positive links with the council.

What if the BID didn't exist?

If the BID didn't exist the city centre would feel like a very different place. Here are just a few of the things that would be lost:

- No radio scheme - all radios would be immediately disconnected and returned to the radio supplier
- The city centre marketing package currently embodied in the form of the Feel Alive magazine would cease to exist
- No Christmas marketing campaign
- No ambassadors to assist stores with crime issues
- No retail crime intelligence (shopwatch scheme)
- No administrative support to the pubwatch scheme
- Loss of city centre market research
- Loss of additional greening in the city centre, planters, hanging baskets etc
- No Coventry in Bloom competition entry to raise profile of the city
- Loss of BID liaison executive post
- No rapid response maintenance team – removing graffiti and repairing street furniture
- No deep-cleansing of the city centre
- No chewing gum removal
- Loss of free sign cleansing service
- Loss of communication links with Coventry City Council and partner organisations through BID officers, meetings and newsletters
- Loss of free promotional space in the precinct and leafleting opportunities
- Loss of free access to procurement services (discounted gas/electric, telecoms, business insurance, trade waste, office supplies, vehicle procurement, broadband etc)
- A no vote would be damaging to the reputation of the city centre and would negatively influence potential developers and investors.





Linking to the new economic story for Coventry and Warwickshire

The BID is very excited about the work being undertaken to promote the city and area and the aims and aspirations of the new story are perfectly in line with what we are trying to achieve. The Coventry and Warwickshire Story was launched in April 2012 with a number of high-profile businesses including Jaguar Land Rover, Severn Trent, Ricoh Arena and Coventry University pledging their support to the scheme. Key parts of the story are about raising the profile of Coventry and Warwickshire as we are fortunate to benefit from a prime location, fantastic businesses, internationally renowned universities, significant events and a wonderful, diverse population.

As mentioned, one of the parts of the story that you will be interested in is around “events central” – this is about building on the festivals, markets, conferences and concerts across Coventry and Warwickshire with better-linked and promoted activity. We have fantastic facilities, are ideally located close to Birmingham and easily accessible from London with great road, rail and air connectivity so why can't we host bigger and better events that attract visitors into our area, and into the city centre?

I'm sure many of you will agree a key factor of success of the area is the development of the city centre as a destination experience as well as a shopping centre – we plan to achieve this by adding life, fun, colour and animation into what some perceive as a drab, concrete backdrop, making the city the UK's first urban playground! Encouraging people to visit our city centre for special events as well as promoting and joining up the shopping offer and cultural assets within the city will not only contribute to the economy but also to the “feel good” factor and pride in the place.

The Coventry and Warwickshire Place Board brings together key business leaders and stakeholders from the area and is overseeing the new story coordination and the development of a 'Place Plan'. This Plan will outline our individual and collective efforts to tell and sell the story of Coventry and Warwickshire and will prioritise those activities that best reflect the new story. There is also a Place Manager in position to manage the development and implementation of the new story on behalf of Place Board.


BID Analysis

The last five years has brought about considerable change in the city centre. The BID has adapted and reacted to transformation in support of changing business priorities.

Headline achievements include:

- a 27% drop in overall crime levels
- increased perceptions of safety in the city centre – overall increase of 7%
- on-going improvements to cleansing levels
- an estimated 765,000 pieces of chewing gum removed over five years
- an estimated 130,000 metres of paving deep-cleansed
- four Gold Awards in the Heart of England in Bloom competition
- 1.5 million copies of Feel Alive delivered to homes and businesses throughout Coventry and Warwickshire
- five dedicated Christmas marketing campaigns
- delivery of an upgraded radio communications package issuing over 500 new radios
- over 4,000 shoplifters details recorded on the active crime Intelligence system (ACIS)
- assisted the delivery of 'the Business' competition which offered a local entrepreneur their own shop in the city centre at no cost for the first year.
- an extensive annual market research programme
- procurement project which has saved independent businesses over £30,000



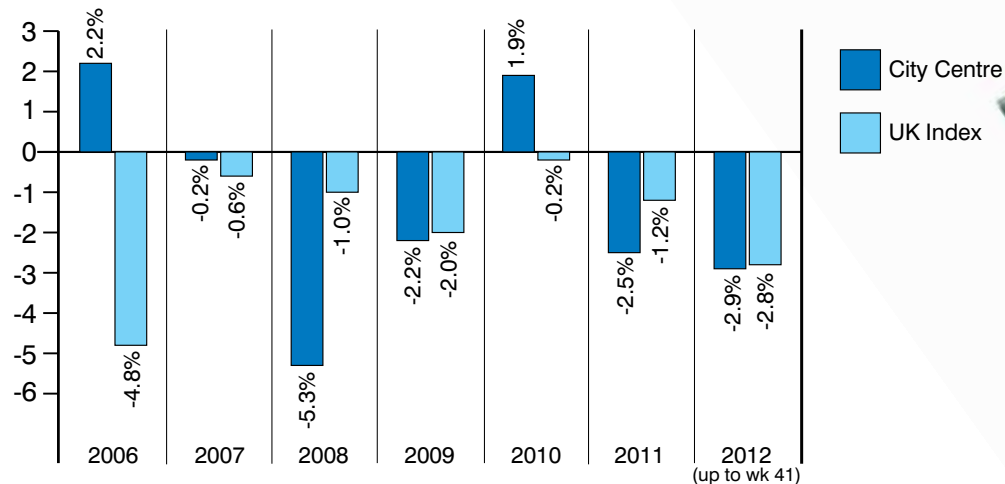


There have also been a range of developments from the private and public sector over the past five years which has brought considerable investment and jobs to the area. These include:

- refurbishment of the Belgrade Theatre
- Belgrade Plaza development which has attracted new brands such as Bella Italia, Café Rouge, Premier Inn and Pizza Express
- IKEA's first ever city centre store creating 480 new jobs
- a purpose-built Operational Centre for Severn Trent bringing 1,700 employees to the city centre
- redevelopment and expansion of Coventry University's campus-most notably the new Student Hub
- Public Realm, Phase 1 Improvements - Broadgate, Station to Bull Yard, Hertford Street and Gosford Street.

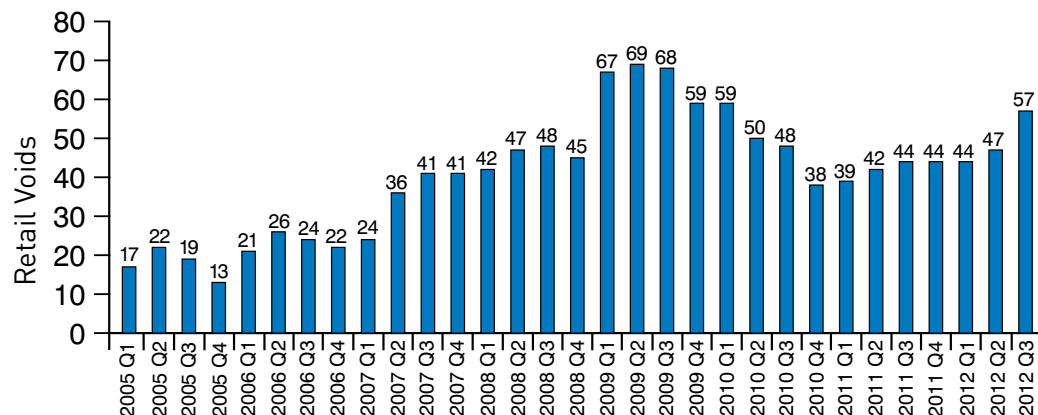
City Centre Analysis

Footfall (year-on-year)



Including Upper Precinct, Lower Precinct, West Orchards, Market Way, Smithford Way, City Arcade, Hertford Street and Priory Place cameras (Spon Street not included from May 2011)

City Centre Retail Voids



ATCM-Springboard Vacancy Rate Survey April 2012	% Vacant ground floor units
Coventry	11.3%
West Midlands	12.9%
National (UK)	11.2%
% That are independents	
Coventry	29.0%
West Midlands	40.4%
National (UK)	48.9%

Retail Ranking

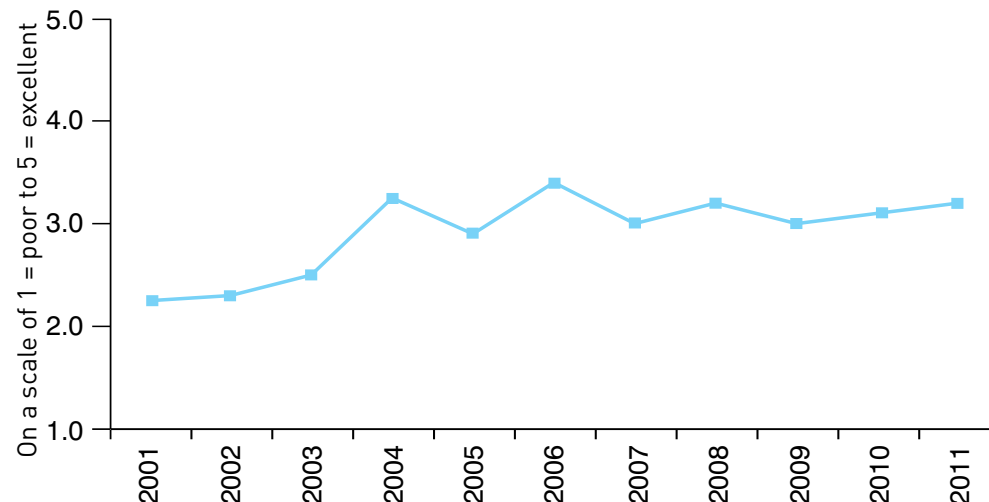
	2007	2008	2009	2010	2011
Experian	43	41	41	36	TBA
CACI	-	49	Not Top 50	49	47
Call credit retail Vision	-	-	-	-	7

The 2012 CACI Retail Footprint - Coventry expenditure £510 million, compared to £2,430 million in Birmingham, £440 million in Solihull, £320 million in Leamington Spa and £260 million in Nuneaton

Perceptions of Safety

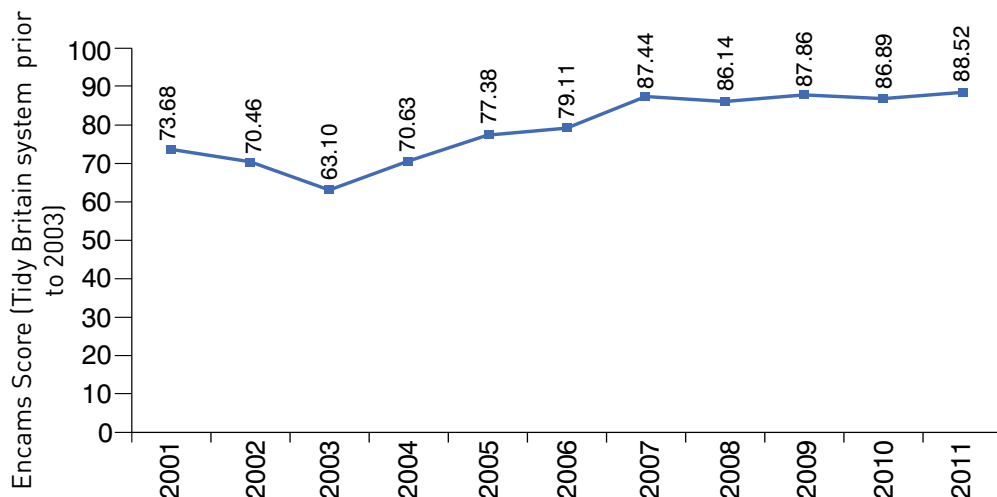


Perceptions of City Centre Cleanliness - Satisfaction (City Centre Survey)



Cleansing

LEQSPRO data (Tidy Britain Group) - between 2008 and 2012 the average percentage of unsatisfactory inspections (graded below B) was 3.2%, compared to 7.3% city-wide (Local Environmental Quality Survey published by Keep Britain tidy 2012 identifies a 15% national benchmark).



Publications

Publications	2005	2006	2007	2008	2009	2010	2011	2012
Feel Alive distribution per issue (three issues)	82,000	94,000	100,000	100,000	150,000	150,000	100,000	100,000
Feel Alive awareness*			32%	28%	36%	47%	48%	-
Coventry and Warwickshire Visitor Guide distribution			20,000	35,000 over two years		2,000	15,000 over two years	
Coventry and Warwickshire Visitor Guide awareness*			30%	25%	15%	23%	23%	-



Research

Good research and evaluation is critical in ensuring BID activities are efficiently targeted to give best value for money. The BID has funded the annual city centre survey for the past four years, it is proposed to change the frequency of these surveys to alternate years and to complement this with more detailed Experian analysis of consumer habits and spend.

City Centre Survey (Budget £8,000, conducted every two years)

This is an extensive survey of Coventry residents and those living in nearby areas. It is carried out both on-street and via telephone to provide a range of management information including patterns in visits to the city centre, perceptions of the city centre environment, evaluation of services provided and perceptions of safety. This information is key in monitoring both city centre and BID performance, and also to highlight any issues which will influence future work of the BID and city centre stakeholders.

City Centre Segmentation (Budget £4,000-£5,500, conducted every BID lifespan)

Experian data will provide information which will better understand the geographic influence of Coventry as a retail centre and that of competing centres (catchment areas), identify the catchment potential (shopper numbers and expenditure), identify the market share enjoyed by Coventry currently and identify where leakage occurs within the catchment of Coventry and to what extent (where are the threats). This information will support the work of the BID and city centre stakeholders, specifically helping highlight city centre opportunities, influencing future marketing campaigns and supporting inward investment.

City Centre health check

The quarterly health check, presented to the BID Committee, detailing footfall figures, cleansing scores, car parking usage, public transport, crime figures, void units, press coverage and web users will continue. This information will be accessible to all BID members on request.

Coventry - Alive after five

It is clear that demands of town and city centres have changed dramatically over the past 10-20 years. Customer behaviour has changed and we need to react to the challenges posed by out of town retail parks which open late into the evening and the lure of 24 hour internet shopping.

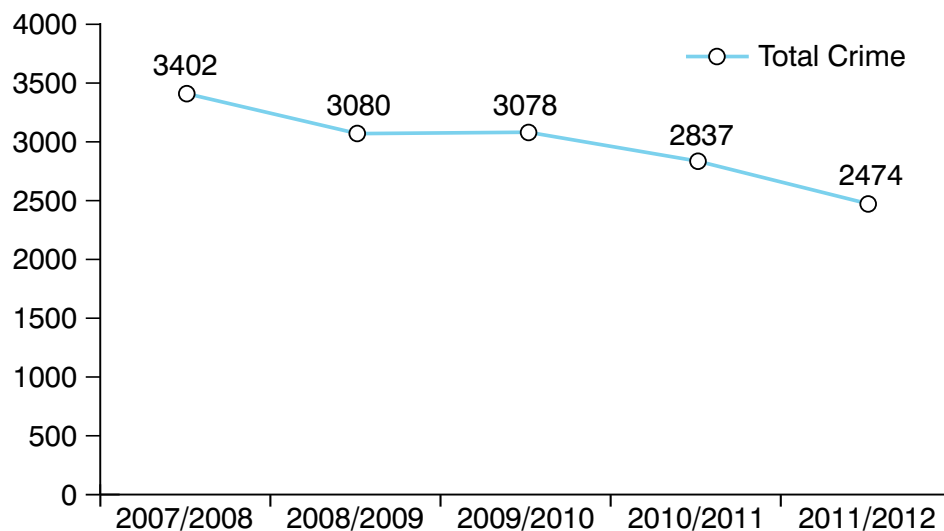
The BID will conduct a full review of current store opening times and survey businesses about a change of opening hours to create stronger linkages between the daytime and evening economies. Proposals will look at supporting factors like exceptional car parking offers, the feasibility of improved coverage of local transport in the early evening and events and markets.

Crime Reduction Analysis

Levels of safety within the city centre continue to improve year-on-year. This has been demonstrated by the reduction in offences and public perceptions of safety both during the day and night. The last visitor survey in 2011 reported that only 7% of visitors felt unsafe during the day and 29% during the evening, these figures having historically peaked at 14% and 63% respectively.

Total recorded crime has also shown a marked decrease since 2007/8, this in no small part attributable to the fantastic work undertaken by BID team as part of a joint approach with the Police and our other partner agencies.

Coventry City Centre Recorded Crime 2007 - 2012





The BID radio system proves to be a popular deterrent to instances of retail crime and improving perceptions of safety for shop staff and visitors. Coventry has long been a model of good practice in dealing with retail crime and key offenders are targeted through our successful exclusion scheme. The scheme is also fully affiliated with the Midland Retail Crime Initiative.

Over 4,000 shoplifters have also been logged on the BID funded Active Crime Intelligence System (ACIS) over the past five years and this information is used to analyse patterns of peak offending times and persistent offenders. This information is also used by store managers to target store staff and security officers more efficiently.

The team of BID Ambassadors provide a visible presence in the city centre between Monday and Saturday and offer crime reduction advice to businesses. The team highlight issues important to businesses and lobby the police on their behalf. The team have also worked with the police to co-ordinate operations around begging, street drinking, and general anti-social behaviour. Due to actions of the team, a number of offenders have been put before the courts over the past five years. They have also worked with the Youth Offending Service mentoring young people to create positive futures for themselves.

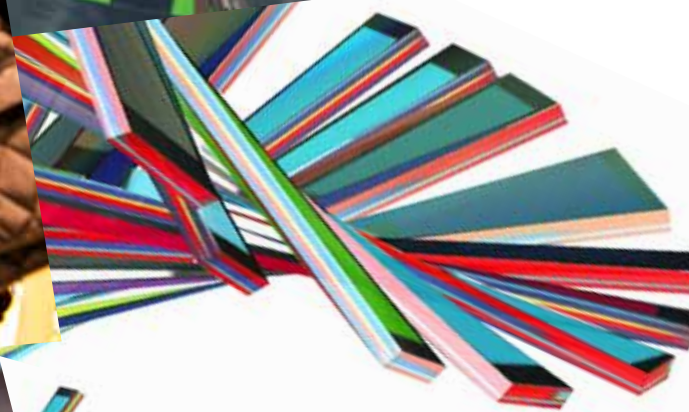
The Pubwatch scheme also benefits from administrative support from the BID team and the team represent the interests of the licensees to both the Responsible Authorities and Evening Economy Group.

The BID procured an update to the radio system in 2010 and each Shopwatch member business received a new handset. This increased the reliability of the handsets and also increased the commercial opportunity to obtain revenue from voluntary contributions into the BID. Response time to faults have also been greatly improved, as part of the new radio contract the BID team were trained in programming the radio system and this allowed us to resolve all radio faults using a same day service.

The BID also invested in two encrypted websites in order to electronically share intelligence on both retail crime and the Pubwatch scheme. Both sites allow for real time intelligence sharing and the ability for stores to report incidents directly to the ambassador team.

This allowed us to use the ambassador team more efficiently and has cut costs in staff time delivering intelligence and also reduce stationery costs.

Crime Reduction Strategy



To improve visitor perception of crime

Several types of crime impact heavily on visitor's perception of the city centre – violent crime, anti-social behaviour, begging, street drinking and theft. We aim to target the offences that damage perception but often go unreported including begging and street drinking. Work has already begun to ensure these offenders are targeted in a robust and proportionate manner.

To target a reduction in the cost of shoplifting to stores

The aim is to reduce the cost of shop theft to businesses. This will be done by encouraging retailers to report all incidents to the BID team. The improved sharing of intelligence will be used to target the most prolific offenders and lobby the police to obtain Criminal Anti-social Behaviour Orders (CRASBO's) in addition to the continuation of civil banning orders.

Our Objectives

To reduce overall crime within the city centre

Work will continue as part of the Coventry Partnership to monitor and plan for a reduction in crime levels within the city centre. The Ambassador team will be vital in collecting data and lobbying partners to conduct a multi-agency approach to key concerns.



Key Project

It is important to maintain the current levels of provision and invest in new technology to stay a step ahead. If the BID is renewed for a further five years there will be more investment in encrypted digital communications and all stores will receive new digital handsets with greater functionality and increased audible quality.

The upgraded system would have the following benefits:

- increased call privacy
- background noise suppression for greater clarity of speech
- GPS for increased safety of staff members
- increased network coverage
- increased battery life
- encryption means that calls cannot be scanned by shoplifters
- increased reliability of handsets
- lighter weight radio means staff feel more comfortable carrying the handset.

Measuring Success

- reduction in crime figures
- improvement in perception scores in city centre survey
- reduced customer complaints
- increase in reported detected shop thefts
- increase in known offenders deterred from offending
- in addition the team will create a measurement system to confidentially monitor the levels of stock loss in 10 key stores.

Timescale for introduction –
November 2013

Cleansing Analysis



The BID own and operate two deep-cleansing machines. One of these machines is a high powered jet wash which removes gum from the paving. The other is a mechanically propelled vehicle known as the Schmidt which is used to remove grime and detritus from the public realm.

The machines have contributed towards an increasing perception that the city centre is looking cleaner and brighter and have ensured that cleansing levels remain at a consistently high level of over 86% (Encams).

The introduction of gum targets has resulted in over 18,000 pieces of gum being removed more speedily by the maintenance team each year. The team has also removed an estimated 135,000 pieces of gum per year with the use of the cleansing machines. In 2012 Coventry was also involved in a campaign by the Chewing Gum Action Group to make Coventry city centre free of littered gum. The campaign was picked up in local media and after monitoring 10 sites before and after the campaign, this resulted in an 85% reduction in littered gum.

There are over 16,000 metres of paving cleansed per annum using the Schmidt cleaning vehicle and on average a further 10,000 metres are cleansed in response to requests from BID members.

In addition, the maintenance team also respond to requests from BID members, this can range from the removal of graffiti to cleansing of store signage and minor repair work.



Cleansing Strategy

Our Objectives

To ensure the city centre maintains a pleasant and welcoming environment by:

- maintaining an Encams cleansing score of 18% or less (0% being totally litter free and clean)
- facilitating a deep cleansing program of the public realm
- removing graffiti within 24 hours of report
- removing chewing gum from the public realm
- maintaining the appearance of void units, making them attractive to potential new businesses and the general public
- facilitating the business sign cleansing program free of charge to BID members.

Measuring Success

- Encams cleansing scores
- perception score in city centre survey
- metres of paving cleansed
- level of chewing gum removed.



"I support the BID renewal as the extra marketing presence helps small businesses who don't have massive budgets to advertise, the Feel Alive magazine is great and I have had free vouchers and articles in there, this in turn has directly improved our sales figures."

Lisa Hollins
Owner, The American Shop



Greening Analysis

One of the key elements of improving perceptions of any town or city centre is an attractive floral offer.

Over the past five years the Heart of England in Bloom competition has awarded four Gold Awards in the Large City category, and an award for Horticultural Excellence for Greyfriars Green.

The enhanced levels of planting funded by the BID have made these achievements possible both improving visitor perception and raising the profile of the city. The recent 2012 survey reported that 83.3% of BID members were happy with the current greening programme.

Greening Strategy

Our Objectives

- to maintain a comprehensive and attractive level of flora within the city centre
- to increase the level of hanging baskets and planters in shopping areas.

Our Plan

- to identify new sponsorship opportunities for bloom campaigns
- to consult with businesses on areas of improvement
- to re-procure the current referred floral provider - identifying better value for current quality
- to review Bloom competition entry (other awarding bodies available).

Measuring Success

- satisfaction levels in annual survey
- BID Member satisfaction in BID mid-term survey
- complaints/compliments
- awards.

Marketing Analysis 2008 - 13

During the previous term the BID delivered 15 editions of the city centre magazine Feel Alive. With an average distribution of 100,000 copies per edition delivered to homes and businesses in Coventry and Warwickshire, this amounted to over 1.5 million copies and an average of 60 businesses named or featured in each publication.

The magazine is popular with businesses who cannot afford to advertise in the local newspapers and offers them free editorial support, raising the profile and awareness of local independent brands. Through our regular surveys of readers, the magazine has been proven to drive footfall into the city centre. The 2012 Feel Alive survey reported that 62.7% of respondents intended to visit a specific store or venue within the city centre as a result of reading the magazine and 39% intended to purchase a specific product. 65% of respondents also stated that 2-3 people were likely to read their copy of the magazine, thereby increasing readership and the profile of the magazine.

Christmas has always been a key focus in the marketing strategy and five targeted campaigns for the 2008-13 BID included:

- coverage on both regional television and radio
- targeted competitions in conjunction with the Coventry Telegraph
- promotional space on buses, flags and billboards
- social media campaigns
- e-newsletters to schools, businesses and colleges
- a free parking offer in conjunction with Coventry City Council.

The 2011 campaign report showed:

- an increase in footfall of 2% for the period
- footfall in Christmas week was up 2.8%
- a 107% increase in footfall for Wednesday late night shopping compared to average figures where no free parking was offered
- car park usage up 7% year-on-year, with short stay parking up 8% and long stay up 3%.

Marketing Strategy 2013-18

Objectives

- to raise awareness of Coventry's business and retail offer
- to increase footfall
- to increase consumer spend
- create loyalty (repeat visits).

Plan

- development of the city centre identity; linking to the economic story for Coventry and Warwickshire's identity, copy and imagery
- four seasonal marketing campaigns with an enhanced Christmas campaign
- encourage visitors to stay longer and spend more with events and offers
- develop our digital offer.





A new identity for the BID

We hope to create an identity for the BID that has meaning to the businesses as well as the potential visitor. This will become an identifier for Coventry's retail offer.

The Customer

Resources will continue to be concentrated on the prime catchment area which accounts for over 50% of regular visitors to the city centre. As well as Coventry, this includes Kenilworth, Leamington, Warwick, Nuneaton and Bedworth. Whilst aiming the more substantial campaigns at the secondary catchment area which accounts for between 20-50%, these areas include Solihull, Stratford, Rugby and Birmingham.

Experian data suggests that by 2014, 62% of the city's population will be 45 and under. Based on current trends and research we would look to shift a large proportion of the marketing budget towards our digital presence. This has not been as strong as our competitors and the creation of a new BID website, maintaining a

level of printed materials to diversify the target audience and market our more sustainable digital presence.

Making the visit enjoyable

A number of initiatives will be developed on the back of the Council-funded mystery shopping exercise. These initiatives will aim to:

- raise customer service levels
- create a sense of civic pride amongst city centre workers
- improve linkages between businesses to cross-promote services

These measures will in turn reflect a greater offer for the visitor and make their visit more enjoyable. Levels of cleansing and greening will be maintained at current levels and the BID will continue to consult with the Council on its plans for public realm improvements, most notably the £2.8 million proposals for phase two. The BID will also continue to support city centre events by incorporating Council-funded events into the marketing strategy.

Stay Longer/Spend more

The BID will continue to promote the city centre's diverse range of businesses and services. Working with the Destination Marketing team to inform local people of activities and things to see and do in the city centre. We will lobby the council and private car park operators to consider parking offers as already in place for the Christmas marketing campaign where free parking has been available for late night shopping for all five years of the BID. After a successful year of events leading up to and including London 2012 a full review of the events strategy will be undertaken although we know already that events can and do increase footfall.

Create Loyalty

A membership scheme will be created through a city centre loyalty card with discounts available to cardholders. This will provide a detailed database of regular city centre users to target for offers and promotions through e-marketing and will encompass our key primary catchment area. Members will have the opportunity to win monthly prizes to encourage sign-up and promotions will be supported via social media and printed materials.

City Centre Website

A multi-functional website will be created which will allow businesses to connect with their customers and update offers and promotions in real time. All businesses will have the opportunity to update their own content and the site will be linked with our tourism website www.visitcoventry.co.uk which receives two million visits per annum.

The website will include:

- a dedicated smart phone app
- an online shopping directory
- interactive mapping
- event calendar
- city centre parking information
- latest promotions
- an awards scheme - where businesses are rated by customers.

The website will be promoted via local radio, newspapers and cross-promotion from existing Council websites and publications.

Indicative budget in year one for creation, launch and promotion = £33,000.

Major Items of Spend

Objective	Plan of Action	Measurement
Increased digital presence	Develop Coventry City Centre website to promote the retail offer within the city centre and showcase all businesses with dedicated listings, interactive mapping, offers, and electronic brochures, portal to report concerns and suggestions about the city centre.	Web traffic, mailing list sign up, voucher use.
Seasonal marketing campaigns	Four quarterly seasonal campaigns Spring, Summer, Autumn and Winter. Liaising with the Council's events team and privately-owned shopping centres for bigger critical mass.	Footfall increase, post campaign survey.
City centre loyalty card	Develop a city centre discount card. Offers to be uploaded onto the BID website and data capture for all card holders with monthly card holder prizes and benefits.	Number of active cards. Survey of businesses.
Shopping and dining guides	Creation of shopping and dining maps as part of seasonal campaigns.	Distribution, survey feedback from stores. Offers.

"The BID was great at helping me find the cheapest supplier for my Gas and Electricity. Its great knowing there is someone I can call if I need advice."

Mr Shander Ho
Owner, WOW



Procurement

This initiative was launched in Spring 2011 following an initial piloting exercise which demonstrated the potential benefits for collaboratively purchasing services and products for BID member businesses, looking in particular at the savings available in the energy market.

Whilst a full suite of services has been compiled and offered in outline to businesses, focus in the first year of operation has been on effective engagement and honing of data capture.

In terms of products and services, the initial focus was around energy procurement with, more latterly, increased attention (and interest) in Telecoms and Insurances.

211 businesses have received a personal visit from the team to discuss the potential savings available to them by procuring products through the BID. There have been some notable successes along the way.

The BID team will continue to use the collaborative buying power of city centre businesses to save businesses money on many services identified by business including gas/electricity, waste management, landlines, broadband, mobile phones, business insurance, vehicles, fuel cards, medical insurance, office products, merchant services and IT and accountancy.

Amber Caffe

26 Market Way

Owner Stepan Heghoyan said:
“I am very happy with the procurement service provided by the BID, so far I have saved £200 per year on my business insurance, approximately 15% on my electricity costs and just

recently I was able to save £15 per month on my mobile rental charges and received an iPhone 4s as part of the deal. The savings that I have made in 2012 have offset the cost of my BID levy and I would recommend that businesses contact the BID team to discuss the free cost saving options that are available.”





citizens
advice
bureau

OPEN

Entrance

www.coventry

Coventry Citizens Advice Bureau

Little Park Street

CEO Charley Gibbons, said: "Initially we were sceptical about the potential benefits of the procurement scheme for the Bureau but as there was no cost to us we decided to allow the BID to look at our telecoms contract. The team were fantastic and identified a saving of £2,500 per annum with a new supplier. We are delighted with the service we received and have now invited the team to look at other areas of our outgoings. I have no hesitation in recommending other businesses should take up this great service."

nte Etna

Etnas

Hertford Street

Owner Carmello Grasso said: "We were amazed at the variety of savings available to the business. As a full review of our outgoings had not been undertaken recently we invited the BID team to look at our Energy, Telecoms, Business Insurance, Waste Management and Merchant service costs. The results were very pleasing, so far we have saved 7% on Gas, 13% on electric and 15% on merchant services. Our telecoms, Business Insurance and Waste management deals are currently being negotiated but we are on course for a £2000 saving across all disciplines compared with year on year figures. We wholeheartedly recommend you take up your free no obligation review."

In proposing a new five year term the views of city centre businesses were sought by a variety of methods including:

- a full survey of all city centre businesses affected
- meetings with store managers
- presentation to the city centre Business and Retail Forum
- information sharing through the BID Newsletters
- notification via the BID website
- press releases
- BID Committee meetings.

The results of the BID Survey were particularly important in shaping the proposed business plan. We received a total of 209 responses from businesses within the proposed BID area. The key findings were:

- members stated that the most beneficial aspects of the BID were the radio scheme and security projects

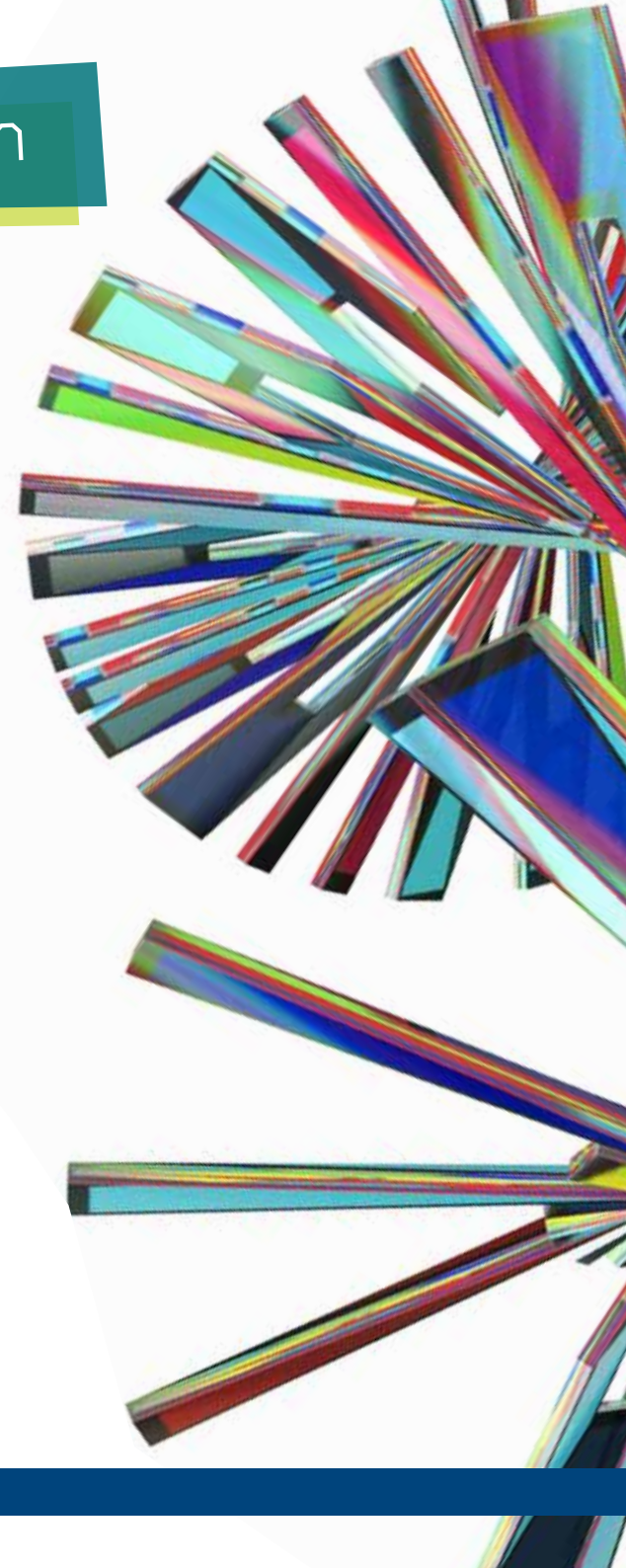
- businesses were most satisfied with the BID's impact on safety and maintenance
- footfall and city centre promotions were areas where businesses placed high importance, but where they reported less satisfaction with the BIDs influence
- individual BID projects were seen to be meeting the needs of BID members, with the exception of deep-cleansing of pedestrian areas, graffiti removal and Christmas marketing
- the radio scheme, maintenance team and deep-cleansing were seen as high-priority projects
- when asked for suggested improvements to the BID, only 22% of responding businesses gave a suggestion. Suggestions received were related to improving/increasing marketing, greater BID ambassador presence and improving/increasing BID information
- 74% of respondents were personally in support of the BID

and 67% said their organisation was in favour, compared to 7% personally against the BID and 8% of organisations against the BID

- members not in favour of the BID said reducing the cost or better contact would encourage their support
- businesses were split on whether to increase the BID levy rate to maintain current standards or whether to maintain the levy rate while reducing provision.

You will see throughout the document that where members are satisfied in projects we have maintained levels of provision namely in the security and cleansing aspects of the BID. A number of suggestions have been investigated and built into the renewal plan directly as a result of the survey.

To see a full copy of the 2012 BID Survey please visit www.coventrybids.co.uk



Baseline Agreements

CAR PARKING

Statutory requirement

Notes To provide a safe and well-managed car park portfolio for visitors to the city centre. Carrying out security patrols in the car parks and ensuring all matters relating to the maintenance of the car park are attended to.

Level of service 28 on-street staff patrolling city wide.

Performance indicators

- car park usage
- level of complaints
- park mark awards
- level of crime

GROUNDS MAINTENANCE

Statutory requirement - Level of provision discretionary

Notes Maintenance of the city centre green spaces, basic level of provision

- grass cutting
- maintenance of shrubs and trees

Level of service Under contract to The Landscape Group until 2014

Performance indicators

- satisfaction levels in city centre surveys
- level of compliments/complaints

CLEANSING AND ENVIRONMENTAL MAINTENANCE

Statutory requirement

Notes

- removal of pavement litter
- collection of refuse from city centre public receptacles
- removal of offensive graffiti from public property
- maintenance of water features
- basic street furniture repairs
- maintenance of public toilets

Level of service Under contract to The Landscape Group until 2014
Water features would be maintained by Street Pride team

Performance indicators

- Encams measurement scoring
- level of complaints
- safety inspections

CRIME REDUCTION	
Statutory and discretionary	
Notes	<p>To make the city centre safer and more secure for visitors</p> <ul style="list-style-type: none"> • Community safety partnership • 24 hr CCTV Network • designated Public Places Order (DPP0) • Customer Service Team
Level of service	<ul style="list-style-type: none"> • 190 city centre CCTV Cameras • Police enforcement of DPP0 • team of four Customer Service Assistants patrolling public areas between 06:45 and 19:15.
Performance indicators	<ul style="list-style-type: none"> • reduction of crime figures • reduction in complaints • perception rating in city centre survey

EVENTS	
Discretionary	
Notes	<p>Delivery of an event program for Coventry residents key events include</p> <ul style="list-style-type: none"> • Godiva Festival – one of the biggest free festivals of music in the UK • Christmas Lights Switch On • Heritage Open Weekend • Coventry Half Marathon
Level of service	<ul style="list-style-type: none"> • Budget of £674,000 per annum
Performance indicators	<ul style="list-style-type: none"> • post event exit surveys • attendance levels

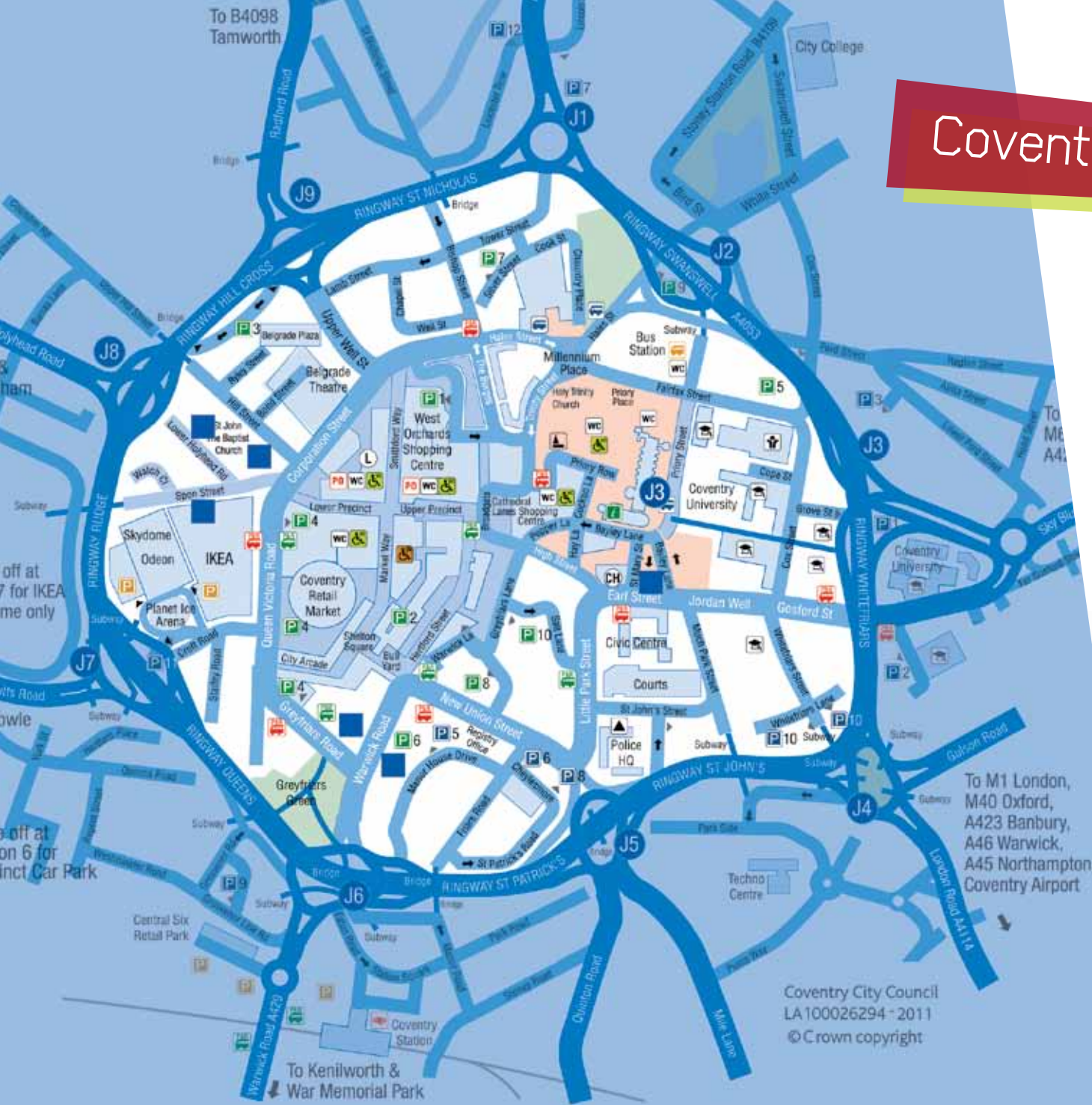
DESTINATION MARKETING	
Discretionary	
Notes	<ul style="list-style-type: none"> • city centre press releases and council publications • Tourist Information Centre (TIC) • tourism website www.visitcoventryandwarwickshire.co.uk • develop and update social media campaigns • promote the city through trade shows and targeted marketing for business tourism
Level of service	<ul style="list-style-type: none"> • CCC business tourism staff x three • CCC communications team
Performance indicators	<ul style="list-style-type: none"> • Web hits • Conference bookings • Followers on social media • Footfall in TIC • Press column coverage in cms and radio air time



Coventry Map

BID Area

It is proposed that the BID will be geographically defined to cover all customer-facing businesses within the ring road.



The following streets will all be included within the BID

B

BARRACKS WAY
BAYLEY LANE
BISHOP STREET
BOND STREET
BROADGATE
BULL YARD

C

CASTLE YARD
CATHEDRAL LANES
CHAPEL STREET
CHAUNTRY PLACE
CHEYLESMORE
CITY ARCADE
COOK STREET
COPE STREET
CORPORATION STREET
COW LANE
COX STREET (PART OF)
CROFT ROAD
CROSS CHEAPING
CUCKOO LANE

E

EARL STREET

F

FAIRFAX STREET
FLEET STREET
FREEMENS WAY
FRIARS ROAD

G

GOSFORD STREET (PART OF)
GREYFRIARS LANE
GREYFRIARS ROAD
GROVE STREET

H

HALES STREET
HAY LANE
HENRY STREET
HERTFORD STREET
HIGH STREET
HILL STREET
HILL TOP

I

IRONMONGER ROW

L

LAMB STREET
LIDICE PLACE
LITTLE PARK STREET
LOWER HOLYHEAD ROAD

M

MANOR HOUSE DRIVE
MARKET WAY
MECHEDE WAY
MUCH PARK STREET

N

NEW BUILDINGS
NEW UNION STREET

O

ORCHARD LINK

P

PALMER LANE
PEPPER LANE
PRIORY ROW
PRIORY STREET

Q

QUEEN VICTORIA ROAD

R

ROVER ROAD
RYLEY STREET

S

SALT LANE
SHELTON SQUARE
SHERBOURNE ARCADE
SHERIFF ORCHARD
SILVER STREET
SMITHFORD WAY
SPON STREET
ST JOHNS STREET
ST MARY STREET
ST MICHAELS AVENUE
ST PATRICKS ROAD
STARLEY ROAD

T

THE BURGESS
THE LOWER PRECINCT
THE PRECINCT
THE QUADRANT
TOWER STREET
TRINITY LANE
TRINITY STREET
TRINITY WALK

U

UPPER WELL STREET

W

WARWICK LANE
WARWICK ROAD
WARWICK ROW
WATCH CLOSE
WELL STREET
WEST ORCHARDS
WHITEFRIARS LANE
WHITEFRIARS STREET

Financial Plan

The following is a full five year financial breakdown for the BID accounts.
It outlines the key areas of spend for the BID and also a detailed list of services provided by the BID.

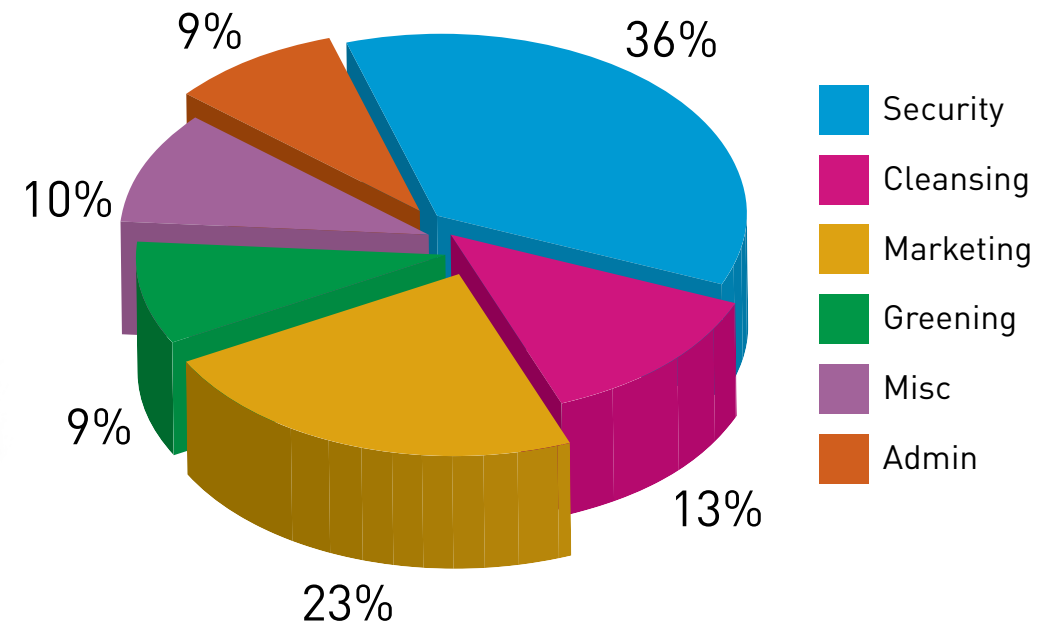
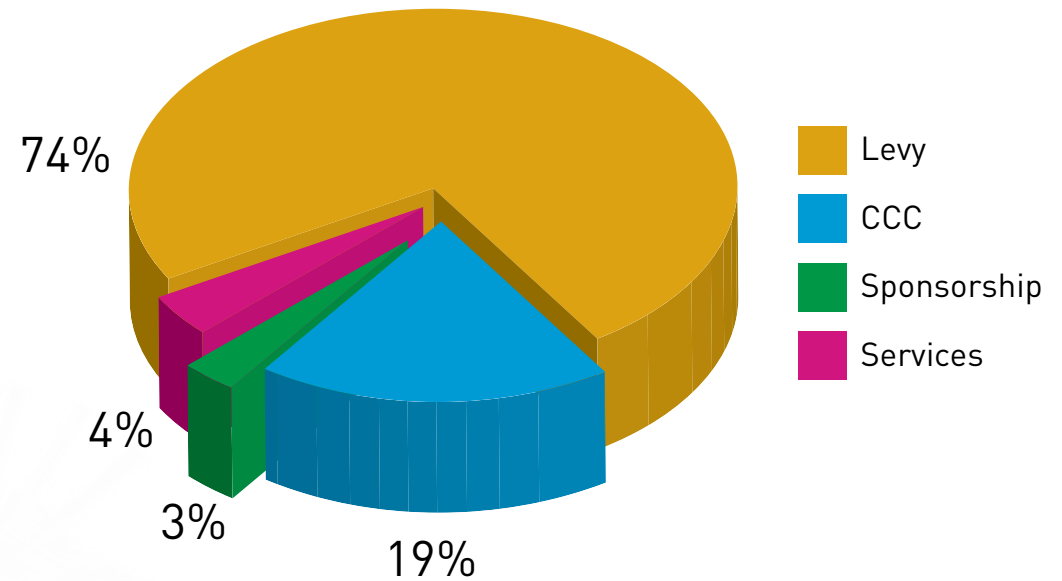
Income	2013-14	2014-15	2015-16	2016-17	2017-18	Total
Levy rate	1.1%	1.15%	1.2%	1.2%	1.2%	
BID Levy	321,600	337,680	354,564	354,564	354,564	1,722,972
Voluntary Cont	106,000	90,100	76,585	76,585	76,585	425,855
Sponsorship	8,000	10,000	12,000	14,000	16,000	60,000
Sale of services	18,000	18,540	19,096	19,669	20,259	95,564
Total	453,600	456,320	462,245	464,818	467,408	2,304,391

Expenditure	2013-14	2014-15	2015-16	2016-17	2017-18	Total
Security	164,655	165,998	167,362	168,746	170,151	836,912
Cleansing	59,614	60,433	61,264	62,107	62,963	306,381
Marketing	105,000	105,000	105,000	105,000	105,000	525,000
Greening	45,000	45,000	45,000	45,000	45,000	225,000
Misc	39,331	39,889	43,619	43,965	44,294	211,098
Admin	40,000	40,000	40,000	40,000	40,000	200,000
Total	453,600	456,320	462,245	464,818	467,408	2,304,391

Breakdown of Expenditure	2013-14	2014-15	2015-16	2016-17	2017-18	Total
Admin Charge	40,000	40,000	40,000	40,000	40,000	200,000
Levy Collection fee	12,500	12,500	12,500	12,500	12,500	62,500
BID Liaison Executive	24,264	24,627	24,996	25,370	25,750	125,007
Ambassador Team (3)	65,391	66,371	67,366	68,376	69,401	336,905
Maintenance Team (3)	54,614	55,433	56,264	57,107	57,963	281,381
Cleansing Vehicle	5,000	5,000	5,000	5,000	5,000	25,000
Greening	45,000	45,000	45,000	45,000	45,000	225,000
Radios	75,000	75,000	75,000	75,000	75,000	375,000
Marketing	105,000	105,000	105,000	105,000	105,000	525,000
Survey	8,000	8,000	8,000	8,000	8,000	40,000
Software costs	5,500	5,500	5,500	5,500	5,500	27,500
Uniform	1,000	1,000	1,000	1,000	1,000	5,000
Contingency	12,331	12,889	16,619	16,965	17,294	76,098
Total	453,600	456,320	462,245	464,818	467,408	2,304,391

The Levy

The levy will be set at 1.1% of rateable value for year one, 1.15% in year two and 1.2% for the final three years of the BID to allow for a gradual reduction in scheduled voluntary contributions from the local authority. This slight increase in years two and three will allow for a balanced and consistent budget over the five year period, ensuring services can be delivered with confidence.



Annual Charge

To rateable value table below is for guidance only.

Please contact one of the team to verify your proposed BID levy commitment.

Figures quoted are year 1 figures (1.1%), year 2 figures (1.15%) and year 3 figures (1.2%)

Rateable Value	1.1% Levy	1.15% Levy	1.2% Levy
0 > 2,999	0	0	0
5,000	£55	£57.50	£60
10,000	£110	£115	£120
20,000	£220	£230	£240
30,000	£330	£345	£360
40,000	£440	£460	£480
60,000	£660	£690	£720
80,000	£880	£920	£960
120,000	£1,320	£1,380	£1,440
200,000	£2,200	£2,300	£2,400
400,000	£4,400	£4,600	£4,800
600,000	£6,600	£6,900	£7,200
800,000	£8,800	£9,200	£9,600
1,000,000	£11,000	£11,500	£12,000
1,500,000	£16,500	£17,250	£18,000

Organisation and Management

Coventry City Council will continue to offer administrative support as long as it is requested by the elected committee. The Council will charge a fee of £40,000 per annum for the services of the city centre manager, marketing support staff, the maintenance team supervisor, stationery, office costs and management of the BID accounts.

The BID will be guided and monitored by an elected committee of BID members, any member may nominate themselves to join the committee at any time and will be considered for election should any sector specific vacancies arise, these vacancies will be advertised in the BID Bulletin and on the BID website. The committee will be chaired by an elected levy payer and meet a minimum of four times per annum.

The structure of the committee will be:



Note:

There will be two sub-committees formed, a crime reduction committee and also a marketing committee which will be tasked with monitoring and guiding projects within these two areas.

The BID Terms

1. The proposed BID will last five consecutive financial years from 1 April 2013.
2. The BID will apply to all customer-facing hereditaments located within the Coventry ring road, car parks that are under the ring road and extend both sides of it will be included. Business sectors will include shops, banks, solicitors, estate agents, travel Agents, hotels etc.
3. All eligible businesses will be entitled to vote for the BID proposal in a 28 day postal ballot which will commence on 1 February 2013 and voting will close on Friday 1 March 2013 at 5pm with the results announced on Monday 4 March on the BID website and publicly displayed within the council house and the Coventry telegraph within one calendar week.
4. Retail charities will be included, however where the tenant is a charity and which are not functioning as a shop will be eligible to apply for a rebate at the discretion of the BID team as will educational establishments.
5. The BID levy will be 1.1% of rateable value in year one, 1.15% in year two and 1.2% thereafter. We will be using the 2010 valuation as at 1 January 2013 for each business within the scope of the BID.
6. Those premises which operate within covered, privately-managed shopping centres who pay a service charge will have a 33% discount to take account of the services that they are already paying for through their service charge.
7. Businesses with a rateable value of less than £15,909 (at 01/01/13 valuation) who opt to receive a rebate as part of the BID will pay a BID levy of £175.
8. The liable person is the ratepayer liable for the occupied or unoccupied premises, in accordance with the Non-Domestic Rating (Collection and Enforcement) (Local List) Regulations 1989 (S.I.1989/1058) and the Non-Domestic Rating (Collection and Enforcement) (Miscellaneous Provisions) Regulations 1989 (S.I.1989/1060),

Coventry City Council will be responsible for the imposition, administration, collection, recovery and application of the BID levy.
9. New premises in the BID area and business sectors will be expected to pay a BID Levy based on the % appropriate in relation to its new/current rateable value and time of occupation.
10. Where property is split, two or more BID Levies should be made on the revised premises from the date of split on the basis of the revised current rateable values. Where premises are merged the BID Levy should be charged at the appropriate % of the revised property's new/current valuation.
11. Save for alterations to the geographical area, the sectoral scope and the BID levy, all of the BID arrangements described in the Proposal may be altered without an Alteration Ballot. If alterations to BID arrangements are required, without an Alteration Ballot, the following process will be followed:
 - a. CCC will formulate a proposal to alter the BID arrangements
 - b. The Proposal will be submitted to BID Committee (consisting of representatives of BID levy payers) for approval
 - c. Once approved, CCC will confirm the date from which the Alteration Proposal is to be effective
 - d. Once the Alteration Proposal is finalised, a notice will be sent to all non-domestic ratepayers in the BID area explaining the reason for and the effect of the Alteration Proposal.
12. The BID charge is a daily charge based on rateable value. It is to be paid in full in advance, the payment date being 1 April of the relevant financial year or within 14 days of a demand notice being served. For the purposes of a BID, a financial year is a period of 365 days (366 in a leap year) commencing 1 April and ending 31 March inclusive. Adjustments will be made for changes in occupation, and if a property is deleted from the rating list and revised bills issued.

Timetable

The BID renewal is a lengthy and complex procedure, over the next few months you will receive a personal visit from the BID team to discuss the proposals and answer any lingering questions you may have. It is hoped that whether you are in favour or not that everyone exercises their right to vote in the ballot. To understand the procedure and the time frames involved we have drawn up the table opposite.

Date	Milestone
December–January 2013	BID team visit potential levy payers to discuss the business plan
18 January 2013	All businesses receive a notice of ballot letter
1 February 2013	All businesses receive a ballot paper and voting commences
1 March 2013	Final day for ballot papers to be received by the ballot holder (deadline 5pm)
4 March 2013	Ballot results published on BID website
31 March 2013	Existing BID expires
1 April 2013	Proposed BID commences if vote is in favour

The ballot will be conducted entirely by post by the Independent Scrutineer, **Electoral Reform Services (ERS) of 33 Clarendon Road, London N8 0NW**. Ballot Papers will be sent to those eligible to vote on 1 February 2013 for return to them by no later than 5pm on Friday 1 March 2013 (the “day of the ballot”).

Persons eligible to vote in the ballot will be the non-domestic ratepayer listed on the Council’s database for each hereditament (business premise) situated in the geographical area of the proposed BID as at the date of this notice. Each person entitled to vote in this ballot shall have one vote in respect of each hereditament occupied or (if unoccupied) owned by them in the geographical area of the proposed BID.

Persons eligible to vote in the BID ballot may appoint someone else to vote on their behalf (for example, if you are going to be away at the time of the ballot). Applications to appoint a proxy must be submitted to Electoral Reform Services at the above address no later than 5pm on 18 February. Application for the appointment of a proxy must be made in writing and:

- a) state the full name and address of the person whom the person entitled to vote (the applicant) wishes to appoint as a proxy;
- b) state the address of the applicant's hereditament or hereditaments;
- c) be signed by the applicant; and
- d) Contain a statement by the applicant that the proxy so named has been consulted and is capable and willing to be appointed.

A proxy appointment may be cancelled by notifying ERS at the address above no later than 5pm on 24 February.

If a ballot paper has **not** been received by your company you may apply to ERS for a replacement paper in writing as follows:

- a) A letter in hardcopy form along with the appropriate 'evidence of identity'.
- b) A scan of both the letter and the 'evidence of identity' attached to an email.
- c) A fax copy of both the letter and the 'evidence of identity'.

The letter should be addressed to The Independent Scrutineer, The Election Centre, 33 Clarendon Road, London N8 0NW. the letter must be signed by the Eligible Voter and evidence of the voter's identity must be provided in the form of **one** of the following:

- a) Signed **letterhead** for the appropriate company
- b) A signed **photocopy** of the **National Non-Domestic Rating Bill** for the hereditament
- c) A signed photocopy of an item of personal ID such as a **Passport** or **Driving Licence**.

Please do not send original copies of ID or Bills.

If you inadvertently spoil your ballot paper in such a manner that it cannot be conveniently used as a ballot paper, please return it to Electoral Reform Services.

On receipt of the spoilt ballot paper, Electoral Reform Services will issue a replacement. No replacements can be issued if the spoilt ballot paper is received by Electoral Reform Services later than three working days before the day of the ballot.

Ballot papers will be counted on the 1 March 2013 and the result of the ballot will be announced on the 4 March.

For a BID ballot to be successful there must be a majority of those voting in favour of the proposal, and those voting in favour must represent a majority of the aggregate rateable value of the hereditaments voting.

If a ballot paper is duplicated and two are returned bearing the same number or barcode both will be void and not counted. Any ballot papers that are returned unsigned, unmarked or that are void for uncertainty will also be void and not counted.

The ballot result will declare:

- a) the total number of valid votes cast
- b) the total aggregate rateable value of valid votes cast
- c) the total number of valid votes cast in favour of the BID
- d) the total aggregate rateable value of valid votes in favour of the BID
- e) and if applicable: the total number of ballot papers rejected.

For the BID Ballot to be successful there must be:

- i. a majority in favour of the BID in the number of those voting
- ii. a majority in favour of the BID in the proportion of rateable value of those voting.



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BID Ambassador

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Neal Ashby

BID Ambassador

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Business Rates Team

024 7683 2522

Business.rates@coventry.gov.uk

Coventry City Centre BID

Floor 7

Civic Centre 4

Much Park Street

Coventry

CV1 2PY



Appendix 1

City Centre South

Coventry City Council, working in partnership with Aviva, have secured outline planning approval for a £300 million plan for the south side of the city centre which includes Bull Yard, Shelton Square, City Arcade, Barracks car park and Hertford Street.

The plans include a new anchor store, a 1,200 space car park, cinema complex, hotel, apartments and new and refurbished retail units. The configuration, size and number of new units proposed in the plan are designed to attract the big stores and quality brands people would expect to see in a centre as large as Coventry.



Bishop Gate

Bishop Gate will improve the link from the Canal Basin to the city centre and includes plans to remove the existing bridge over the ring road and replace it with a surface level crossing to enhance the connectivity to this iconic area of Coventry.

The development will also attract a new major superstore in an area of the city centre. The outline planning application also approved a 20,000 sq.ft. leisure and fitness centre, 585 car parking spaces above the main food store, and pedestrianisation to the northern part of Bishop Street.



Friargate

Sitting adjacent to Coventry Railway Station, Friargate is a brand new, 3,200,000 sq ft office-led, mixed-use development being undertaken by developer Friargate Coventry LLP.

Occupying a 15 hectare (37 acre) site bounded by Station Square, Manor Road, Warwick Road, Greyfriars Green and Grosvenor Road, the proposed

plans for Friargate include 14 Grade A office buildings, two hotels, new residential dwellings, vibrant streets with retail/restaurant/bar unit and new high quality public spaces.

In total, 25 new buildings are proposed – all of which will be constructed to meet high standards of sustainability and energy performance.



Appendix 2

Frequently asked questions

Shouldn't the Local Authority be providing these services already?

No. Legislation is clear that the BID can only deliver projects that are above and beyond the provision you would reasonably expect from the Local Authority. We have included some baseline agreements which show the level of service you are entitled to without a BID on pages 18 and 19.

How long does a BID last?

The specified period for which the ratepayers must pay the additional levy i.e. the duration of the BID itself must be specified in the initial BID proposal. This period cannot exceed five years but may be any period of time under five years. Coventry's proposed BID would run for the five year maximum from April 2013 until March 2018.

Are additional funding sources allowed?

Alongside the additional levy that ratepayers will pay as part of a BID, legislation allows voluntary contributions to the BID to be made by any billing authority, County Council or Parish Council. It also allows contributions to be made by property owners and other organisations.

Who will pay?

The type of non-domestic ratepayer in the BID area that will pay the BID levy must be specified in the proposal that is voted on. All the identified ratepayers will then be liable to pay the BID levy should the defined ratepayers vote in favour. In Coventry, it will be all customer-facing businesses within the ring-road.



Who collects the levy?

The agreed additional BID levy must be paid by the ratepayers to the billing authority concerned.

Who gets to vote?

All non-domestic ratepayers who will be liable to pay the additional BID levy will have a vote in the ballot.

What criteria must be met to secure a successful ballot?

A successful ballot will have to meet two tests. Firstly a simple majority of those voting in the ballot must vote in favour. Secondly, those voting in favour must represent a majority by rateable value of the hereditaments (rateable properties) of those voting.

As a retail property, I already pay a service charge; will this be taken into consideration?

It is proposed in Coventry City Centre to give a 33% discount to retail properties within covered, privately-managed shopping centres that pay a service charge. Effectively this discount applies to retail outlets within Lower Precinct, West Orchards and Cathedral Lanes.

Are there any exemptions?

As the cost of collection would negate the value of collecting the BID levy all business below a rateable value of £3,000 will be exempt from paying the levy. However should they wish to become members of the scheme they may do so for a fee of £175 per annum. This fee would include the provision of a retail radio.

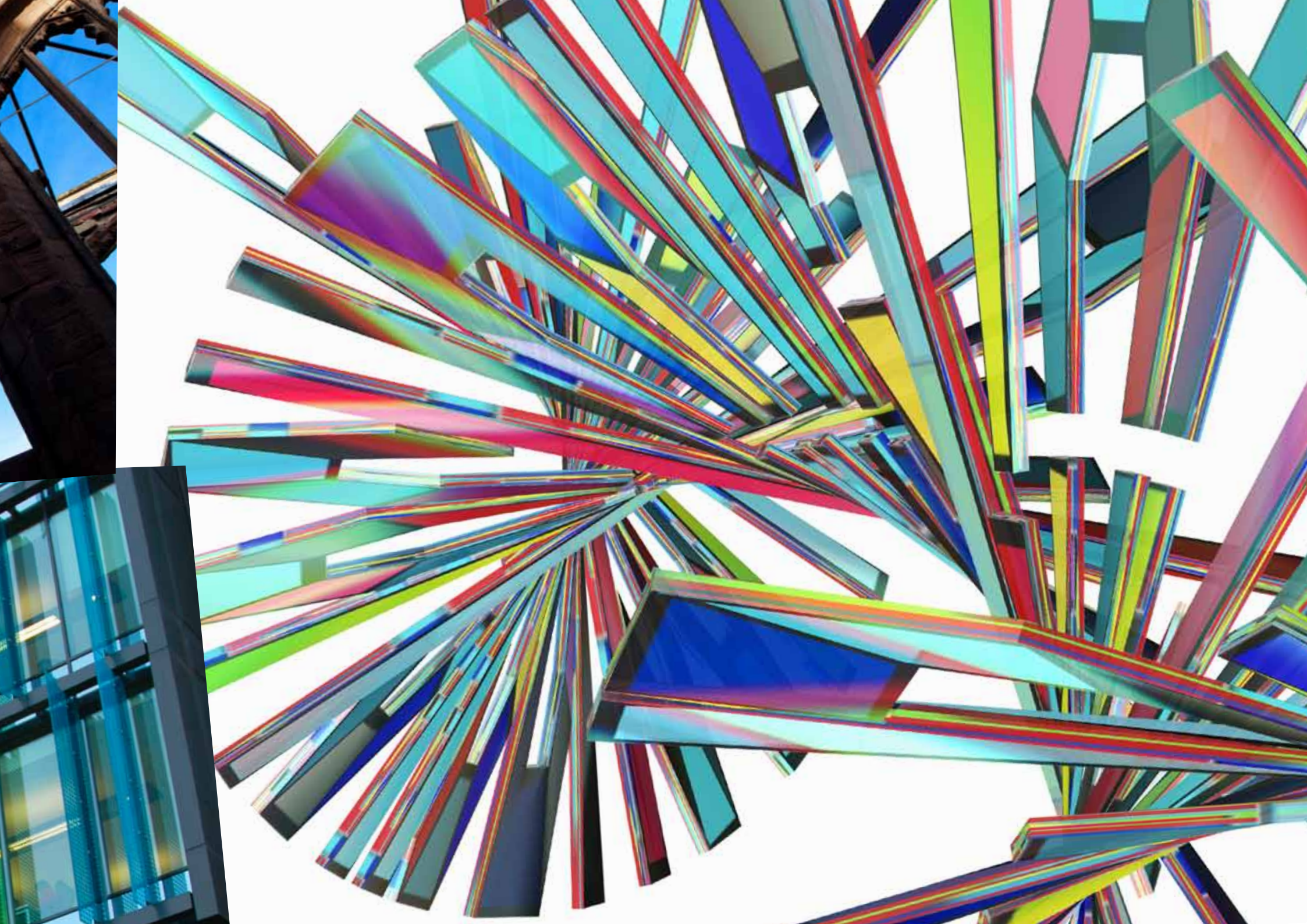
What are the benefits to my business?

In addition to the general improvement to the cleansing and security of the city centre, there are several sector specific benefits to your business as a BID member. These include the provision of a retail/pubwatch radio, access to procurement services, free promotional space in the city centre twice per annum, free listing on the city centre BID website, promotional opportunities in BID marketing literature, loss prevention advice and the retail crime scheme.

Why has the levy increased?

Previously, businesses benefited from the lowest levy charge in the UK at 0.9% throughout the life of the first two BID terms and benefited from a generous level of subsidy from CVOne and Coventry City Council which match funded the total levy raised by its members. It has been impossible to freeze the levy for the third successive term and still deliver the same level of services. However, we strongly believe the slight increase in levy offers fantastic value for money for city centre businesses. The Council will continue to offer a generous level of subsidy towards the BID and will continue to offer its financial management services to the BID for as long as they are requested by the BID committee.







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