
Report to

Scrutiny Co-ordination Committee

2nd April, 2008

Report of

Cabinet Member City Development

Title

Report Back on the Work Of Outside Bodies – Coventry Best for Business Co Ltd (City Wide BID)

1 Purpose of the Report

- 1.1 This reports sets out details of the work of the Coventry Best for Business Company over the preceding twelve months and details attendance by the City Council's representative.

2 Recommendations

- 2.1 That the City Council continues to accept a place on the Board of the Coventry Best for Business Co Ltd.

3 Information on Work of Outside Body

- 3.1 The Coventry Best for Business Company was set up in 2007 to be the body responsible for the management of the City Wide Business Improvement District (City Wide BID), which is a private sector initiative. The Company is a private sector body and is not part of the City Council.
- 3.2 The company receives the income from a supplementary business rate and this income funds a range of security, ICT, promotional and business support services delivered by the company through private sector contractors, primarily the Chamber and CVone (who as partners initiated the BID process). The supplementary business rate and the services it funds were the subject of a ballot of affected business rate payers in January 2007. A majority on the basis of numerical votes and rateable value voted in favour of the BID.
- 3.3 The City Council decided to abstain in the Ballot of Business Rate payers on the basis that the decision to pay a levy should be taken by local businesses only. The City Council does not have the power to agree to implement such a levy except via the BID process.
- 3.4 The principle of the City Wide Bid was endorsed by the City Council in December 2006 and it was subsequently agreed that the Cabinet Member City Development should join the board of the company. This appointment was agreed by the Board of the Company in August 2007. The council does not have a shareholding and the Council appointment is solely in the gift of the company.
- 3.5 Following the business ballot, the City Wide BID was launched in October 2007 and progress is being made in rolling out its services:

- Four security patrols are now operating across the BID areas and a Business Crime Reduction Officer has been appointed to advise on security issues and undertake security audits.
- The significant investment in ICT infrastructure is progressing and an internet service provider is being appointed.
- Business Area Champions have been appointed and part of their role is to act as advocates for businesses on crime, environment and transportation issues.
- The BID is contributing to work to enhance the image of the city and this includes contributing to the cost of the Godiva Festival and the Food and Lifestyle Festival 2008.

4 Benefits to the City Council of the Appointment

4.1 The City Wide BID and its associated services affect over 2,000 businesses on the principal business parks and industrial estates of the city. In addition to the scale of its impact the BID aligns with City Council strategies for crime reduction, ICT infrastructure, business promotion and business support. The City Wide BID also provides an opportunity for the City Council to work in partnership with the private sector.

5 Attendance Record and Remuneration for the Appointment

5.1 Since the appointment of a City Council representative in August 2007, there have been five meetings of the company board up to 1 March 2008 and four have been attended by the City Council's representative, Cllr Kevin Foster.

5.2 There is no remuneration associated with the appointment.

List of background papers

Proper officer: John McGuigan, Director City Development

Author: Telephone 024 7683 1201
 Councillor Kevin Foster
 (Any enquiries should be directed to the above)

Other contributors:
 Stan Aldridge, Investment and Business Manager, 024 7683 1336

Papers open to Public Inspection

Description of paper	Location CH59
Schedule of City Council Appointments to Outside Bodies	