



January /
February 2022

Consultation results...

First of Two Consultations – next one due March/April 2022
to help develop the BID Business Plan for 2023/2028

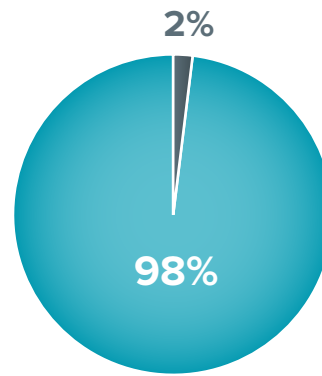
As Coventry BID move into the last year of the 2018/23 BID term we asked our top 100 businesses (rateable value of £80k plus) what they valued in the current BID term and their initial feedback on how we can develop in the new BID term.



The consultation results...

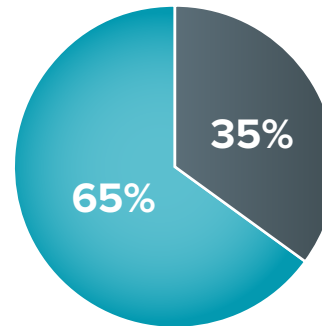
1 The premise of a cultural BID accepts that cultural projects and organisations play a key role in defining the character and identity of the places we live, work and visit. Do you agree with this statement?

Yes 98% No 2%



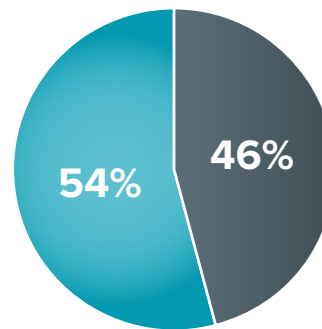
2 Are you aware of the cultural projects that Coventry BID have worked on previously? If yes, can you name them?

Yes 65% No 35%



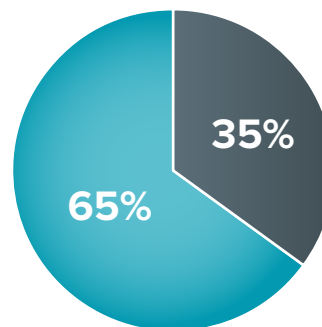
3 Do you think that having high profile art projects in Coventry has been beneficial to your business?

Yes 54% No 46%



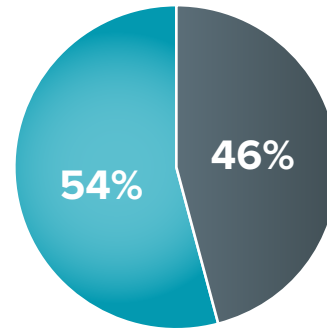
4 Are you aware of The Show Windows project?

Yes 65% No 35%



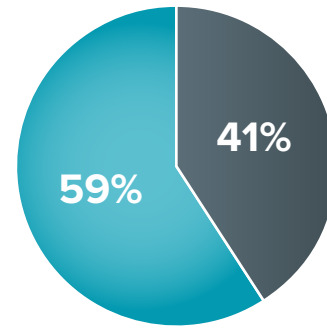
5 Do you think that The Show Windows project being extended throughout 2022 will support your business?

Yes 54% No 46%



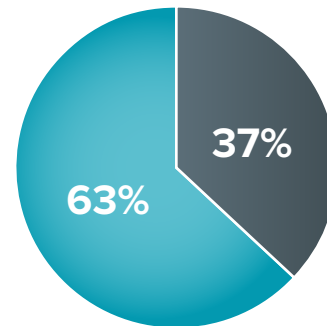
6 Would you like to be involved with The Show Windows project if it were to be extended?

Yes 59% No 41%



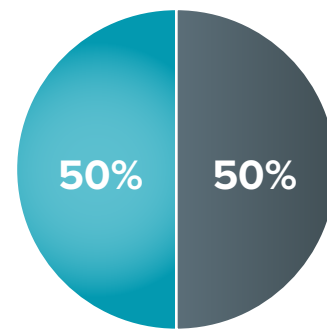
7 Would you like artists to be paired with your business to brighten up your business' windows, interiors and engage with shoppers/staff/audiences?

Yes 63% No 37%



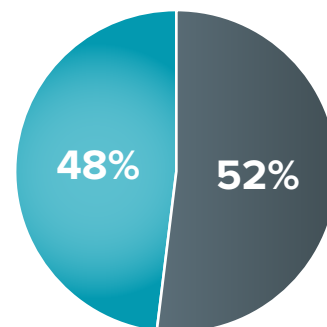
8 Are you aware of the In Paint We Trust project?

Yes 50% No 50%



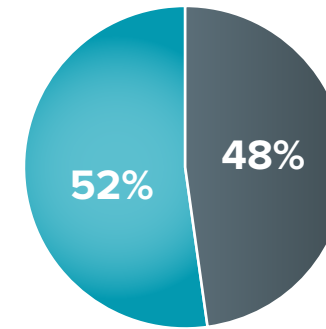
9 Do you like the 'In Paint We Trust' street art projects around the city? If so, which is your favourite?

Yes 48% No 52%



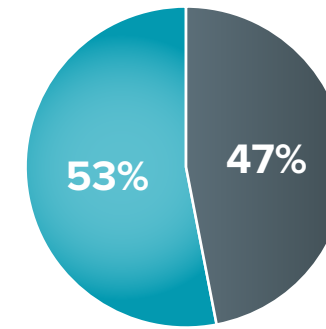
10 Do you think that the In Paint We Trust project being extended throughout 2022 will support your business?

Yes 52% No 48%



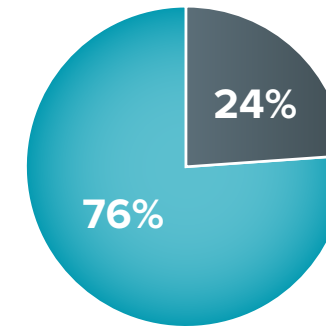
11 Have you noticed that the profile of visitors to your business has changed in 2021?

Yes 53% No 47%



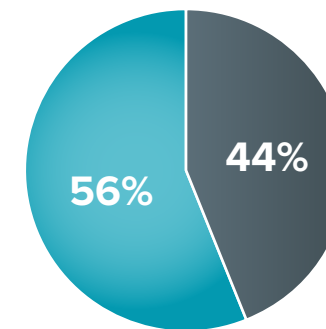
12 Do you agree with the statement that a cultural BID in Coventry would have a significantly positive impact upon tourism and the city becoming a destination city?

Yes 76% No 24%



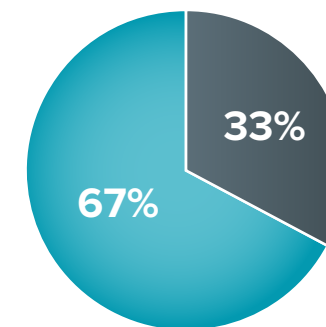
13 Have you noticed a change in behaviour, happiness, spend by customers who have been attracted to the city by cultural activities?

Yes 56% No 44%



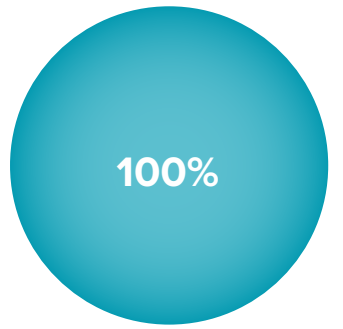
14 Are you happy with the marketing, communication, and promotion of the city centre around the uplifted and more visible City of Culture campaign? And is your business feeling the impact of all the positive media coverage?

Yes 67% No 33%



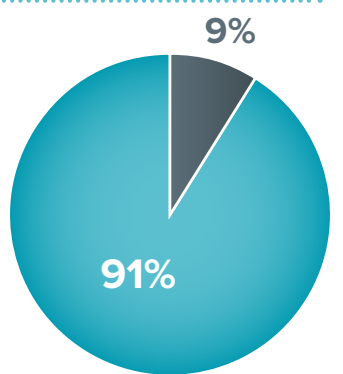
15 We currently deliver the big five commercial events. Do you want to see more commercial events in the city?

Yes 100% No 0%



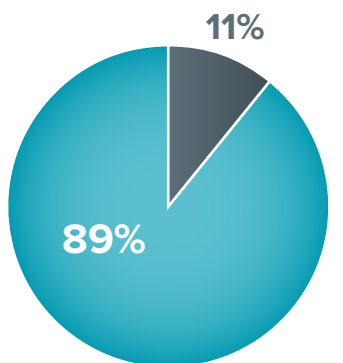
16 Do you think a culture-led BID could increase footfall and visitor spend as part of the city's legacy?

Yes 91% No 9%



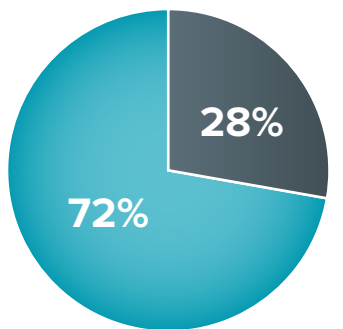
17 Based on the information we have provided, would you be prepared to vote for a cultural BID in Coventry?

Yes 89% No 11%



18 Has the public realm transformation had a positive effect on your business?

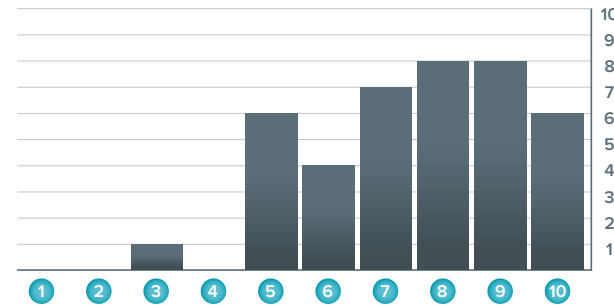
Yes 72% No 28%



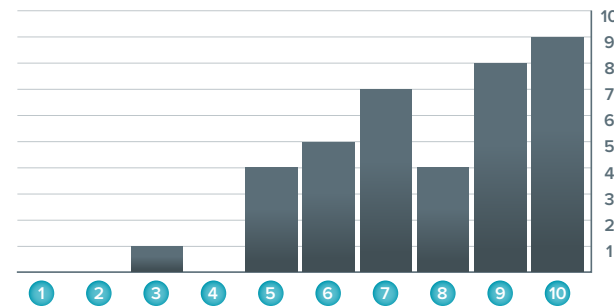
The consultation results... continued

We asked our businesses to score the following statements on a scale of 1-10.

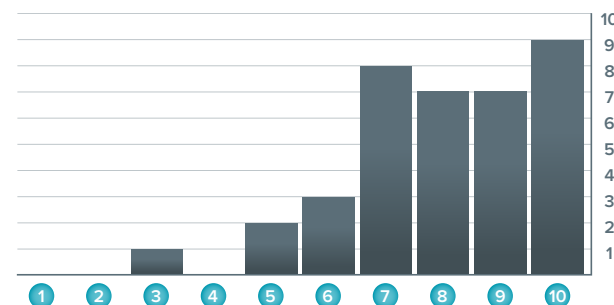
- 19 How important do you consider the BID's work in improving access to culture in Coventry has been so far?



- 20 How much do you agree with the statement that 'a cultural BID will drive economic growth for businesses in Coventry'?

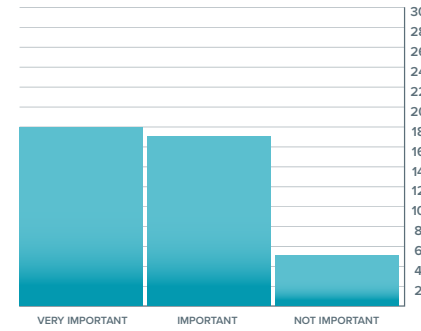


- 21 How much do you agree with the statement that 'a cultural BID will help communities thrive and positively impact upon local- people's well-being/ quality of life in Coventry'?

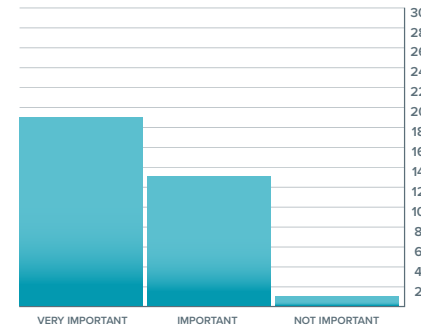


We asked our businesses how important the following were to them.

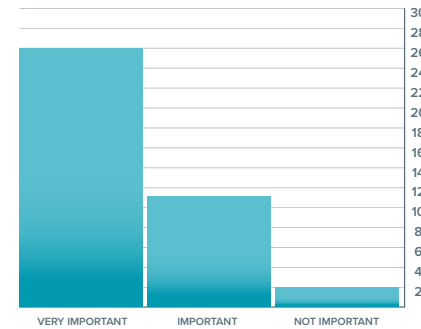
- 22 How important is it for you to have the BID as an advocate for your business?



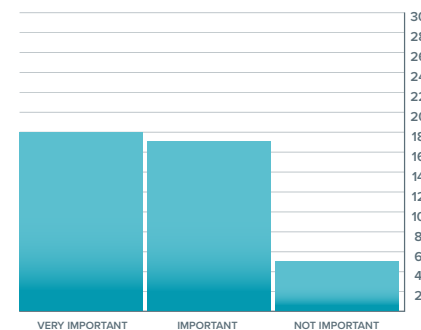
- 23 How important is it to have a Pub Watch/retail radio scheme in the City Centre?



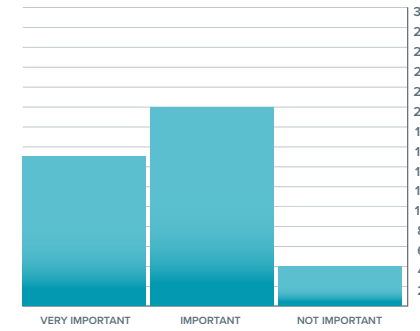
- 24 How important is it to have street patrol?



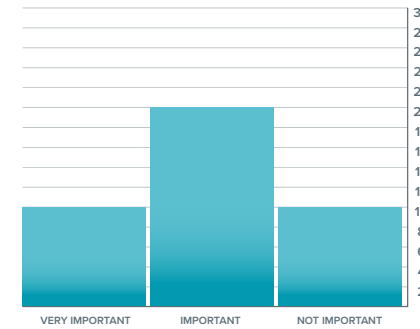
- 25 How important is it to have a Pub Watch/ Shop Watch/Bet Watch?



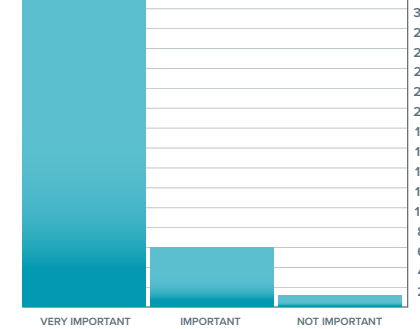
- 26 How important is it to have business networking forums such as 'Meet the BID'?



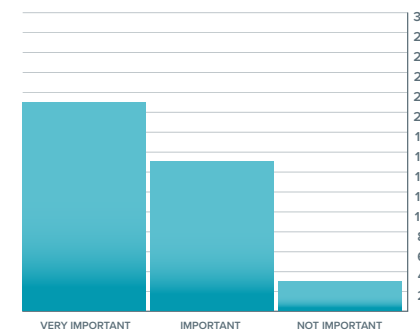
- 27 How important is it to access exclusive discounts and opportunities?



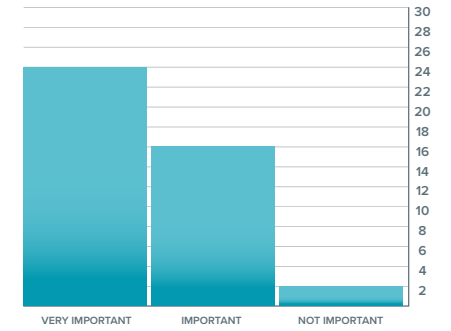
- 28 How important is it to improve the cleanliness of the City Centre?



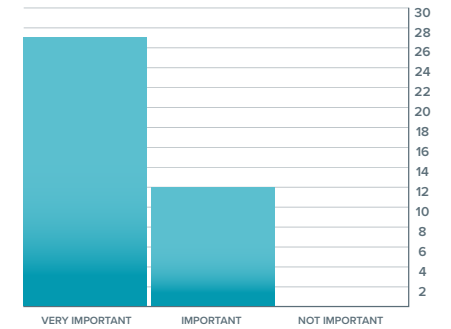
- 29 How important is it for your business that the BID brings City Centre events?



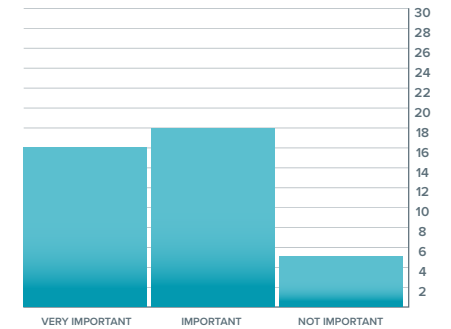
- 30 How beneficial is it to have a managed City Centre website and social media channels?



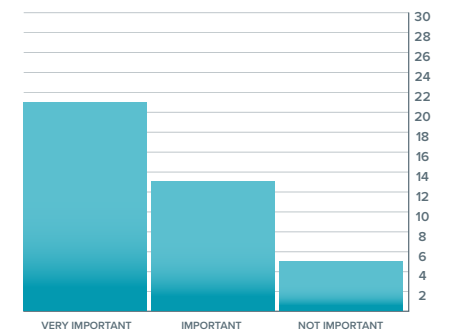
- 31 How important is it to have a dedicated City Centre based team to provide business support as and when required?



- 32 How important is the DISC online incident reporting system to your business?



- 33 How important is it to stay up to date with City Centre news via our BID Bites newsletter?



“

Promoting public safety will encourage more visitors. Lockdown has caused a feeling of unease, **so we'd like the BID to address safety and security issues as a priority. Street patrol should return as it helps our staff to feel safe too.**

Our tenants have mentioned that the **most important thing to them is the retail radio system.**



The BID does a superb job in helping to bring positivity and footfall into the city centre, this has improved the feeling and support across the city

Whilst some of the projects do not influence increased activity or business, **the work and support and feel-good factor of adding value makes this worthwhile and strengthens the brand of my business**, being associated. It also helps us to network with other businesses in the area. It's brilliant.

We have lots of guests coming to visit and reporting that it's lovely in the town centre. People staying over for art and culture events. **An all-round win for the businesses in the city centre.**

Although **we are pleased with the overall impact of the BID on the city**, we do not feel that events, public realm improvements etc have had a significant impact on our business due to our location.

We wouldn't vote for a cultural BID if it meant **losing any of the other core elements.**

Coventry
BUSINESS
IMPROVEMENT
DISTRICT

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