

# SECURING A STRONGER FUTURE FOR COVENTRY

Coventry  
BUSINESS  
IMPROVEMENT  
DISTRICT



**BUSINESS PLAN**  
FOR FIFTH TERM OF  
COVENTRY BUSINESS  
IMPROVEMENT  
DISTRICT (BID)  
2023-2028

VOTE  
YES

## CONTENTS

- 4 What is the purpose of a BID?
- 6 Meet Coventry BID
- 9 Showcasing 20 years of achieving
- 10 Highlights from the consultation
- 11 Themes and projects for the new term
- 12 Security and safety
- 14 New services and initiatives
- 15 Working within the BID area
- 16 Coventry BID financial figures
- 17 What you would LOSE
- 18 What you would GAIN
- 18 Three steps to securing a stronger future for Coventry
- 20 The official bits and pieces
- 22 Frequently asked questions



**VOTE  
YES**



# THE VOICE OF COVENTRY BUSINESSES

**Over the past 20 years, Coventry BID has been hugely successful in concentrating the voice of Coventry's businesses to create a more vibrant, more resilient city centre.**

Now it is time to renew that mandate to drive the interests of the city's business community forward over the next five years. The BID has evolved since it was first established in 2002, as has our understanding of the importance of city centres to individuals and communities. By working together, we can help ensure Coventry City continues to be a great place to do business, and ensure our city centre remains relevant, thriving, resilient and sustainable.

Over four consecutive terms of five years, the BID has enabled over £6 million to be invested in projects and services to improve the city as a business location, plus over £500,000 more in grants, sponsorship and project-generated income. Coventry is a fantastic city, a great place to live, work and visit in the UK, but it has its challenges like any major city. The BID is recognised by local and national government as a major stakeholder representing the business community. By collaborating and amplifying the voice of local businesses we can influence the agenda and how Coventry City responds to key issues such as regeneration, transport and movement, climate emergency, and post-pandemic economic recovery.

The past few years have been difficult for all businesses, but the BID's activities and your determination have proved the resilience of our city, and there are exciting times ahead. In the UK and Ireland there are now more than 330 BIDs representing local business communities working together, some of which have come to the Coventry City BID team for advice and guidance – proof that other locations aspire to be as successful as Coventry City.

**Let's continue working together to achieve more and  
VOTE YES in the Coventry City BID ballot.**

# WHAT IS THE PURPOSE OF A BID?

**Business Improvement Districts (BIDs) are business-led and business-funded organisations that are formed to improve the commercial wellbeing of a specified geographical area.**

The projects carried out by a BID must be beyond the statutory responsibilities of the local authorities and the police.

BIDs are legally established, having been voted for via a ballot by the majority of businesses within a defined area. BIDs operate on a maximum 5 year term basis and thus, after this cycle, a new vote is required

Coventry BID was one of the first BIDs to be established in England and has operated for four consecutive terms. This business plan sets out the priorities to establish Coventry BID Limited for its fifth term, to operate from 1 April 2023 to 31 March 2028.



“I have worked with the Coventry BID team for the last six months since being put in the post. They have been instrumental in assisting the St Michael’s policing team in reducing crime and making the city centre a safer place for all.”

**SERGEANT NEIL SAUNDERS**  
West Midlands Police





# MEET COVENTRY BID



The professional and passionate team have a wealth of expertise to develop and deliver the projects and services that you, our BID members, want to see implemented to help make Coventry City a better place to do business.

This is your team, responsible for the day-to-day management and delivery of the BID.



**JOANNE GLOVER**  
Manager



**LYNSAY SMITH**  
Deputy Manager



**CHANNON SARD**  
Office Administrator



## OUR BOARD

Independent Board Directors oversee the delivery of the city centre strategy and the funds allocated. The board provides a range of skills and Members represent a variety of sectors, including property, legal, retail, hospitality, and leisure.

The board will provide strategic direction and input and will be responsible to stakeholders for the conduct, performance, and due governance of the BID Company.

It will be responsible for setting the annual budget and monitoring finances throughout the course of the year.

Membership of the board is voluntary, and directors are unpaid. The board will meet at least six times per year and all levy payers will have the opportunity to apply to join the board.

From time to time, the Board may co-opt new members or invite observers to board meetings. Additional subgroups may from time to time be established to support the work of the board under the supervision of board directors.

The structure of the Board reflects the number and types of business in the city centre and will consist mainly of BID levy paying businesses or statutory service providers as dictated by the BID Regulations 2004.

### MARTIN FRENCH

Acting BID Chairman, Local Director, NatWest

### JOHN JD DALZIEL

Director, Escape Live

### GLORIA COLLING

Facilities Manager, Severn Trent

### PAUL JONES

Managing Director, Destination Coventry

### NEIL SAUNDERS

St Michaels WMP

### JOANNE GLOVER

Coventry BID Manager, Coventry BID

### STEVEN PRIME

Director, Baxter Baristas Ltd.

### JO TRUSLOVE

Project Marketing Manager,  
Complex Development Projects Ltd

### RICHARD EASTER

Director, LE Projects Ltd, The Yard & Litten Tree



**VOTE  
YES**





# SHOWCASING 20 YEARS OF ACHIEVING

- **Improved safety and security** within the city centre by providing a free radio scheme to all BID levy payers. Helping to deliver better communication and assistance and creating a joined-up approach to tackling issues.
- **Directly delivered and supported events** that have attracted millions of visitors to the city centre.
- **Created a family fun atmosphere** in the city centre over Easter weekend. Activations included a visit from the Easter Bunny and adding colourful Easter eggs to flower beds in the Upper Precinct.
- **Attracted families** to Mary Herbert's Garden for pumpkin picking working in partnership with Historic Coventry.
- **Added a new Christmas lights scheme** to Broadgate, Upper Precinct & Market Way to give Coventry added appeal as a Christmas destination.
- **Produced a range of City Centre Guides** which showcase the fantastic businesses in the city centre. Guides are available via visitor centres, local hotels and online.
- **Created and launched a new city centre website** which attracts 13,000 visitors per month.
- **Organised and supported filming projects** such as National Lottery 25 years campaign, which included a performance from Tom Grennan.
- **Supported the opening of many businesses** over the last 5 years including arranging VIP opening nights.
- **Arranged and hosted Covid grant workshops** creating a platform for you to receive guidance and support through the government's grant application process.
- **Held regular networking events**, bringing businesses together to update you on City Centre initiatives.
- **Assisted the neighbourhood policing team** by running special operations within the BID area.
- **Partnership working** with Coventry City Council, West Midlands Police, Destination Coventry and Coventry & Warwickshire Chamber of Commerce and other key partners.
- **Improved safety, security and communication** for our night-time economy by supporting the Pub Watch initiative.
- **Providing a voice for our levy payers** on many boards and working groups including Destination Coventry, Coventry City of Culture Trust, City Tasking and night-time economy.
- **Created immersive art experiences** within the city centre by delivering the Show Windows and In Paint We Trust cultural projects over a 12-month period on behalf of the Coventry City of Culture Trust.
- **Supported and hosted the Best Bar None Awards**, celebrating and promoting your achievements.
- **Facilitated BID businesses in accessing advertising opportunities** within the city including leafleting for free.
- **Digitally posted 52 BID Bites each year**, as well as continually promoting businesses on social media, and our City Centre website.

# HIGHLIGHTS FROM THE CONSULTATION

Our businesses have identified the following areas as their key priorities:

- Security and Safety
- Enhancing and Promoting the City Centre
- Business Voice and Support

## WHICH BUSINESSES WILL BE PART OF THE BID LEVY?

Businesses within the agreed BID area that have a rateable value of £16,000 or above on 31st March 2023 will pay an annual BID levy for the duration of each BID term.

## COVENTRY BID ASSOCIATE MEMBERSHIP

If a business is below the rateable value of £16,000 or a business that is not associated with paying a BID Levy, there is an opportunity for those to join us as associate members at a cost.



# THEMES AND PROJECTS FOR THE NEW TERM

Taking into account the valued responses from our consultation Coventry BID commits to deliver a programme of projects and services to help ensure that Coventry is:

- Marketed and promoted successfully
- Safe and secure for workers and visitors alike
- A place where businesses feel supported

## MARKETING SUPPORT

The BID Marketing team will continue to work closely with the businesses and other city centre stakeholders to market the city and promote culture, tourism, and events. The BID will also maintain partnership working groups to develop and promote tourism in Coventry.

We will continue to develop the city centre website and social media platforms to raise the national profile of the city and increase awareness about what Coventry has to offer.

The BID will invest in campaigns that celebrate Coventry as a thriving location for commercial investment and one of the best places to live, work and visit in the UK.

## BUSINESS EVENTS

We offer regular networking sessions with guest speakers as well as more formal events, BID Forums, to keep you updated on our activities and provide opportunities to discuss key issues in the city.

## WEBSITE & SOCIAL MEDIA

Coventry BID hosts and populates the city centre's website and social media channels.

This is a place for visitors to find out about current city centre news & events, dining, shopping and things to do as well as information on where to park in the city.

This also provides a platform for business listings, contact details and city centre guides. Many of our businesses don't have their own websites, so this enables them to 'be seen' on our digital platform.

Since the start of the BID term, we have grown the number of Facebook likes from 19K to 24K.

Coventry City Centre Instagram account, hosted by Coventry BID, has 4947 followers, 644 subscribers to our mailing list. Businesses send us news and offers on a weekly basis that we share via all platforms.

"We have been lucky enough to have the pleasure to work with the Coventry Bid Team over the past two years since I took over Kahawa. I am new to the hospitality sector and the BID have been so supportive throughout the pandemic, they have guided us and helped us to access opportunities wherever available and possible."

**FATIMA**  
Kahawa Café

## BUSINESS SUPPORT

We have been supporting businesses who are affected by the City Centre south development. We have also published the City Centre Trail Maps, which have been incredibly popular with tourists visiting the city. All these and more will continue into the BID's fifth term.

We will continue to bridge the gap between our businesses and the local authority as we did throughout COVID-19. We pride ourselves on staying up to date with the latest information and utilising our well-populated networking database to execute efficient communication. We will assist with business engagement surrounding council initiatives, for example, Bubltown/GoCV.

## BUSINESS CONTINUITY

We will continue to help BID members in times of need and will respond to new challenges you face in the future.

# SECURITY AND SAFETY



---

**74%** OF BUSINESSES SAID IT WAS EXTREMELY IMPORTANT FOR OUR STREET PATROL TEAM TO OPERATE DURING PEAK BUSINESS HOURS.

---

## RADIO SCHEME

Coventry BID will carry on supplying city centre retailers, pubs, restaurants, nightclubs, and other businesses with a radio link system that allows them to speak with each other, Street Patrol teams, the council-led CCTV control room, Neighbourhood Enforcement Officers, and Police.

There are currently over 250 radios within city centre venues to help monitor and deter business crime.

The BID contributes reactive management – issuing new radios, arranging repairs, training staff how to use them. Radios are a condition in the issue of many of your premises licenses.

## STREET PATROL

The Retail BID Street Patrol Officers act as ambassadors for the city's Business Improvement District (BID), patrolling the local area to deter and report crime and anti-social behaviour, as well as providing a visible security contact for businesses and members of the public.

---

**58%**

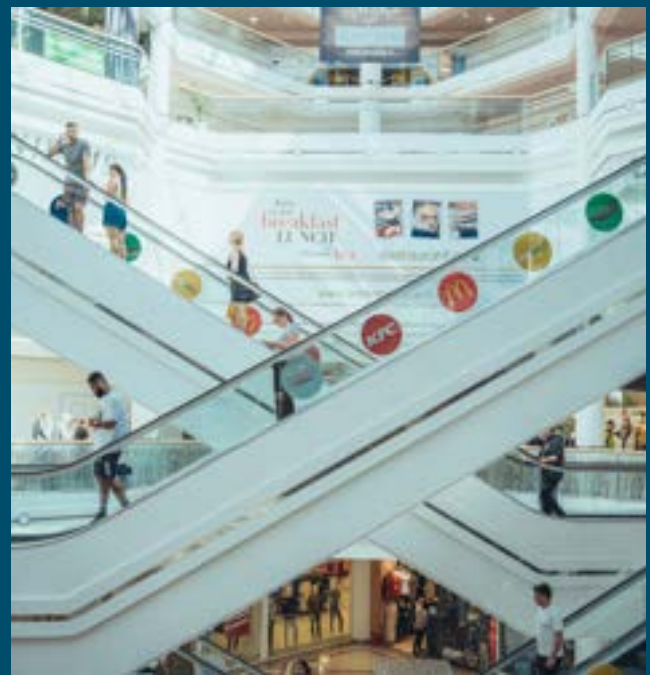
OF BUSINESSES SAID THEY REGULARLY USE THE RETAIL RADIOS TO SHARE INTELLIGENCE WITH OTHER LOCAL BUSINESSES, THE BID'S STREET PATROL TEAM, CCTV OPERATORS AND NEIGHBOURHOOD POLICE.

---

## ANTI-SOCIAL BEHAVIOUR MEETINGS

With the help of the BID, ASB meetings have grown to incorporate other key stakeholders from the retail and night-time economy sectors to meet with partner agencies to discuss issues such as street drinking, begging, drug use, violence and disorder and skateboarding (to name a few), as these were issues that affected businesses across multiple sectors. These meetings will continue.

We will continue to work closely with the Neighbourhood Policing teams which allows these issues to be relayed internally within the force to allow all officers that are patrolling within the city centre to know where hot spots are and increase patrols of these areas accordingly.



## CCTV

ESU is an accredited CCTV monitoring services and has been certified to British Standard ISO 9001:2015. It also holds a British Standard for CCTV monitoring BS7958.

The City Centre has had a significant investment of CCTV over the last two years. This has a significant advantage to the Business Improvement District because ESU are more able to monitor incidents throughout the City Centre.

Investment has also been made to improve communications with West Midlands Police. The ESU service has obtained a TEA2 licence and will be shortly installing Police Radios which will link directly to West Midlands Police. A direct CCTV video link will also be made between our control room and Police Dispatch in Chase Avenue.

This will enable controllers to share live incident footage with the police. The police will also be able to request live video from the control room. ESU have committed to improving their partnership working and intelligence sharing, providing staff to attend Pubwatch / Shopwatch BID-led meetings. The team are happy to be involved with intelligence and tasking meetings.

The following terms have been agreed between ESU and the BID.

- ESU will provide a radio response 24/7 365 days a year to the BID radio users.
- ESU will assist with Pubwatch/Shopwatch and street services to provide a safe and secure environment in the City Centre.
- ESU will liaise with other Council departments linked on the radio system to alert them of problems and issues in the area (i.e street cleansing teams).
- ESU will use the CCTV system in the City Centre to track known offenders on banning orders, follow and track those suspected of committing offences (theft) or causing ASB. They will liaise with BID radio users to alert them to issues and will collect evidence of offences and incidents.
- ESU will liaise with Emergency Services during a serious incident in the City Centre.
- ESU will liaise with the Police Services to release footage of incidents that have occurred in the City Centre.



# NEW SERVICES AND INITIATIVES



## PURPLE FLAG

Purple Flag's aims are to raise the standard and broaden the appeal of towns and city centres at night. Purple Flag is the benchmark for good night-time destinations.

Town and city centres that achieve a Purple Flag will be those that are safe, diverse, vibrant, appealing, well-managed and offer a positive experience to consumers.

Through consultation with our partners, we would like to work to achieve Purple Flag status for Coventry City Centre.

**Market testing shows that stakeholders believe a Purple Flag can bring the following benefits:**

- Strong partnership working relationships
- A raised profile and an improved public image
- Wider patronage
- Increased expenditure
- Increased footfall
- Lower crime and anti-social behaviour
- A more successful mixed-use economy
- Stronger diversification (enticing a wide and varied consumer offering)
- Regeneration and development of an area
- Positive perceptions



# COVENTRY BID FINANCIAL FIGURES



INCOME £	YEAR 1 - 2023/24	YEAR 2 - 2024/25	YEAR 3 - 2025/26	YEAR 4 - 2026/27	YEAR 5 - 2027/28	GRAND TOTAL
<b>Total expected Levy collection</b>	£575,976.38	£593,255.67	£611,053.34	£629,384.94	£648,266.48	£3,057,936.81
<b>Brought forward from previous BID term</b>	£120,000.00					
<b>Total expected</b>	£695,976.38	£593,255.67	£611,053.34	£629,384.94	£648,266.48	£3,177,936.81
<b>Security</b>	£240,820.00	£306,063.16	£317,245.05	£326,762.41	£336,565.28	£1,527,455.90
<b>Marketing &amp; Business Support</b>	£53,110.00	£54,103.30	£55,126.40	£56,180.29	£50,391.49	£268,911.48
<b>Fixed costs</b>	£240,350.00	£221,060.50	£227,942.32	£234,000.58	£270,740.60	£1,194,094.00
<b>City Centre events</b>	£25,000.00	£25,000.00	£40,000.00	£40,000.00	£40,000.00	£170,000.00
<b>Total expenses</b>	£534,280.00	£581,226.96	£600,313.77	£616,943.28	£657,697.37	£3,160,461.38
<b>Reserves</b>	£161,696.38	£173,725.09	£184,464.66	£196,906.32	£187,475.43	

For Legal Agreements, Alteration of the BID Levy and Collection of the BID Levy please see 'BID Levy Rules and Small Print'

**Total income £3 Million**





# X IF YOU VOTE 'NO' YOU WOULD LOSE

**NO****CITY CENTRE RADIO SCHEME**

There are currently over 250 radios within city centre venues to help monitor and deter business crime.

**NO****CITY CENTRE WEBSITE AND SOCIAL PLATFORMS**

All websites and social media platforms would need to be closed.

**NO****STREET PATROL OFFICERS**

Acting as ambassadors for the city's Business Improvement District (BID), they patrol the local area to deter and report crime and anti-social behaviour, as well as providing a visible security contact for businesses and members of the public.

**NO****ASB MEETINGS**

Meetings held with stakeholders from the retail and night time economy sectors meet to discuss Anti-Social Behaviour issues such as street drinking, begging, drug use, violence and disorder and skateboarding as these issues affect businesses across multiple sectors.

**NO****NETWORKING EVENTS**

We hold networking events, both business and social, such as Meet the BID and Best Bar None, to create community and support between neighbouring businesses.

**NO****BUSINESS SUPPORT**

The BID is a huge advocate for the city centre businesses.

**NO****CCTV CENTRE SUPPORT**

To monitor in conjunction with the BID Radio scheme.

**NO****JOINT NEIGHBOURHOOD POLICING**

Working closely with the Neighbourhood Policing team allows these issues to be relayed internally within the force to allow all officers that are patrolling within the city centre to know where hot spots are, and increase patrols of these areas accordingly.

**NO****CITY CENTRE UPDATES**

No one to keep you updated on city centre developments, issues and news.



# VOTE 'YES' AND YOU WILL GAIN

<b>CITY CENTRE RADIO SCHEME</b>	<b>STREET PATROL OFFICERS</b>	<b>NETWORKING EVENTS</b>	<b>BUSINESS LIASION SUPPORT</b>
<b>WEEKLY BID BITES</b>	<b>BEST BAR NONE ACCREDITATION</b>	<b>A VOICE IN OVER 10 WORKING GROUPS</b>	<b>TAXI MARSHALLS</b>
<b>NTE STREET PATROL OFFICERS</b>	<b>SPIKING SUPPORT</b>	<b>JOINT POLICE OPERATIONS</b>	<b>CITY CENTRE EVENTS</b>

## THREE STEPS TO SECURING A STRONGER FUTURE FOR COVENTRY



**BALLOT PAPERS**  
will arrive by post  
from 17th January  
2023, asking you to  
vote on the BID.



**VOTING YES**  
will retain the  
BID for a further  
five years through  
to 31st March 2028.



**BALLOT PAPER**  
must be returned  
by 5pm on  
Thursday 14th  
February 2023.

If the majority are in favour, services will continue, and the fifth term of Coventry BID will commence on 1st April 2023.



# THE OFFICIAL BITS AND PIECES



## GOVERNANCE

Coventry BID Ltd is a not-for-profit company registered with companies house. Reg No. 10726623

- An operating agreement has been formed with Coventry City Council to administer the BID's fifth term Revenue Account. Baseline Statements have also been formed with Coventry City Council. These will be available to view online from 31st March 2023.
- Coventry BID will continue to recognise the importance of accountability and transparency within its Governance Arrangements. It is certified with British BIDs Accreditation.
- The current Board Director membership stands at 8; consisting of 5 BID members, 1 Coventry Police member, 1 Associate member, and 1 new board member (to be added).
- A contingency will be kept at all times and ring fenced in line with guidelines issued by advisory bodies.

## ACCOUNTABILITY AND TRANSPARENCY

The Coventry BID Board and the team are out and about in the business community every day. We are responsible to you, our BID members, and we are committed to accountability and transparency.

## BID LEVY

The commencement date of the BID arrangements will be 1st April 2023 and will apply for a total of 5 years.

- 1) From 1st April 2023, the BID levy rate to be paid for each property or hereditament in the BID area will be 1.75% of its rateable value as at 31st March 2023, using the 2017 Non Domestic rating list. An annual increase will be applied of 3% of 1.75%. A business with a rateable value of £16,000 would pay £280 in the first year. When the 3% increase is applied, they would pay £288.40 in the second year. The current rating list of 2017, at the time of billing will be used to determine the liable party.
- 2) The number of properties or hereditaments in the BID area is 473 (at the time of printing, December 2022).
- 3) All new hereditaments entering the Rating List on or after 1st April 2023 will be levied at 1.75% of its rateable value.
- 4) The levy will be charged annually in advance for each chargeable period from April to March each year, starting on 1st April 2023 using the 2017 Non Domestic rating list supplied by Coventry City Council for the full 5 year term.
- 5) The levy will be payable in one instalment collected by Coventry City Council and is payable within 14 days. Collection and enforcement of the BID levy will be similar to those applied to business rates.
- 6) Coventry City Council will be responsible for collection of the BID levy and will charge £20,000 for doing so.
- 7) Charge is calculated daily and payable by the defined ratepayer.
- 8) A threshold of £16,000 rateable value will be applied, exempting any business hereditament within the defined BID area falling below £16,000 (i.e. £15,999 or below) rateable value.
- 9) In the case of an empty or untenanted premises, the property owner (the ratepayer) will be liable for the BID levy with no void period, and will be entitled to vote in the BID ballot.
- 10) No discounts will be provided to retail trading charities or non-retail trading charities.
- 11) The term of the BID will be five years from 1st April 2023 to 31st March 2028
- 12) Full BID levy rules can be found at [www.coventrybid.co.uk](http://www.coventrybid.co.uk)



## BALLOT

Coventry City Council will send those responsible for properties or hereditaments to be subject to the new BID, a ballot paper from 17th January 2023.

Each property or hereditament subject to the BID will be entitled to one vote in respect of the proposal in a 28-day postal ballot, which will commence 17th January 2023 and close 5pm on 14th February 2023. Ballot papers received after 5pm on 14th February 2023 will not be counted.

In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria:

- (a) In order to continue for a further five years, Coventry BID must receive a 'yes' vote from a majority of businesses voting in the ballot, both by number and by the total rateable value those businesses represent.
- (b) The ballot will be a confidential postal ballot of all eligible hereditaments on the Ratings List at the time that the Notice of Ballot is issued. Coventry City Council will be responsible for managing and co-ordinating the ballot to ensure it is carried out fairly and not influenced by the BID. The BID papers will be delivered by an independent company.

If successful at ballot, the fifth term of the BID will commence on 1st April 2023 and will continue for a period of five years to 31st March 2028.

Secretary of State was notified of the ballot on 5th September 2023.

## BALLOT TIMETABLE - KEY DATES

### 5th September 2022

Secretary of State notified of the Ballot

### 22nd November 2022

Notice to billing authority of intention to put our proposals to Ballot

### 3rd January 2023

Launch of the BID Proposal Publication of the Notice of Ballot

### 17th January – 14th February 2023

Ballot Period

### 14th February 2023

Last day of Ballot - 5pm for Ballot papers to be returned

### 15th February 2023

Announcement of Ballot result

The Ballot will run from 17th January 2023 until 5pm on 14th February 2023. A voting paper will be sent to you for each business unit that you own or occupy that has a rateable value of £16,000 or more.

Where a business has more than one rateable business unit with a rateable value of £16,000 or more, it will receive a Ballot paper for each individual unit. Each paper counts as one vote and it is therefore important that every voting paper is completed and returned.

Each property or hereditament in the BID area will be entitled to one vote in respect of the proposal in a 28-day postal Ballot, which will commence on 17th January 2023 and close 5pm on 14th February 2023. Ballot papers received after 5pm 14th February 2023 will not be counted.

# FREQUENTLY ASKED QUESTIONS



**In order to secure a five-year term, Coventry BID must receive a 'yes' vote from a majority of businesses voting in the ballot, both by number and by the total rateable value those businesses represent.**

## WHAT IS A BID?

A Business Improvement District (BID) is a business-led and business-funded body formed to improve a defined commercial area, in this case Coventry City Centre. In the UK, the majority of BIDs exist in town centres, however they are also in industrial, commercial and mixed-use locations. The BID mechanism allows for a large degree of flexibility and as a result BIDs vary greatly in 'shape' and size.

## WHAT IS COVENTRY BID?

Coventry BID is a not-for-profit company limited by guarantee. It has a Board of non-executive Directors, made up of representatives from the local business community, representing different business sizes, sectors and locations. Full details of the Board will be available on our website.

## WHAT WILL IT COST ME?

A BID is funded through the BID levy, which is calculated as 1.75% of a business' rateable value. A business with a rateable value of £16,000 would pay £280.00 per annum. Once a ballot is successful the BID levy is mandatory and payable annually for all eligible businesses for the 5-year term. BIDs can choose to exclude certain businesses from paying the levy (and therefore from voting in the BID ballot). Businesses that fall below the £16K threshold are exempt from paying the BID levy, but will not receive a ballot paper.

## WHAT IS THE LEVY USED FOR?

Outline budgets are in this 5-year business plan and our audited accounts will be published on our website. Coventry BID is a not-for-profit organisation, and all expenditure is focused toward activities and initiatives for Coventry City Centre.

## WHEN DO I GET TO VOTE AND HOW DOES IT WORK?

Every business receives one vote for each hereditament they occupy. Ballot papers are sent out by Coventry City Council to each voter. These must be returned by 5pm on Tuesday 14th February 2023.

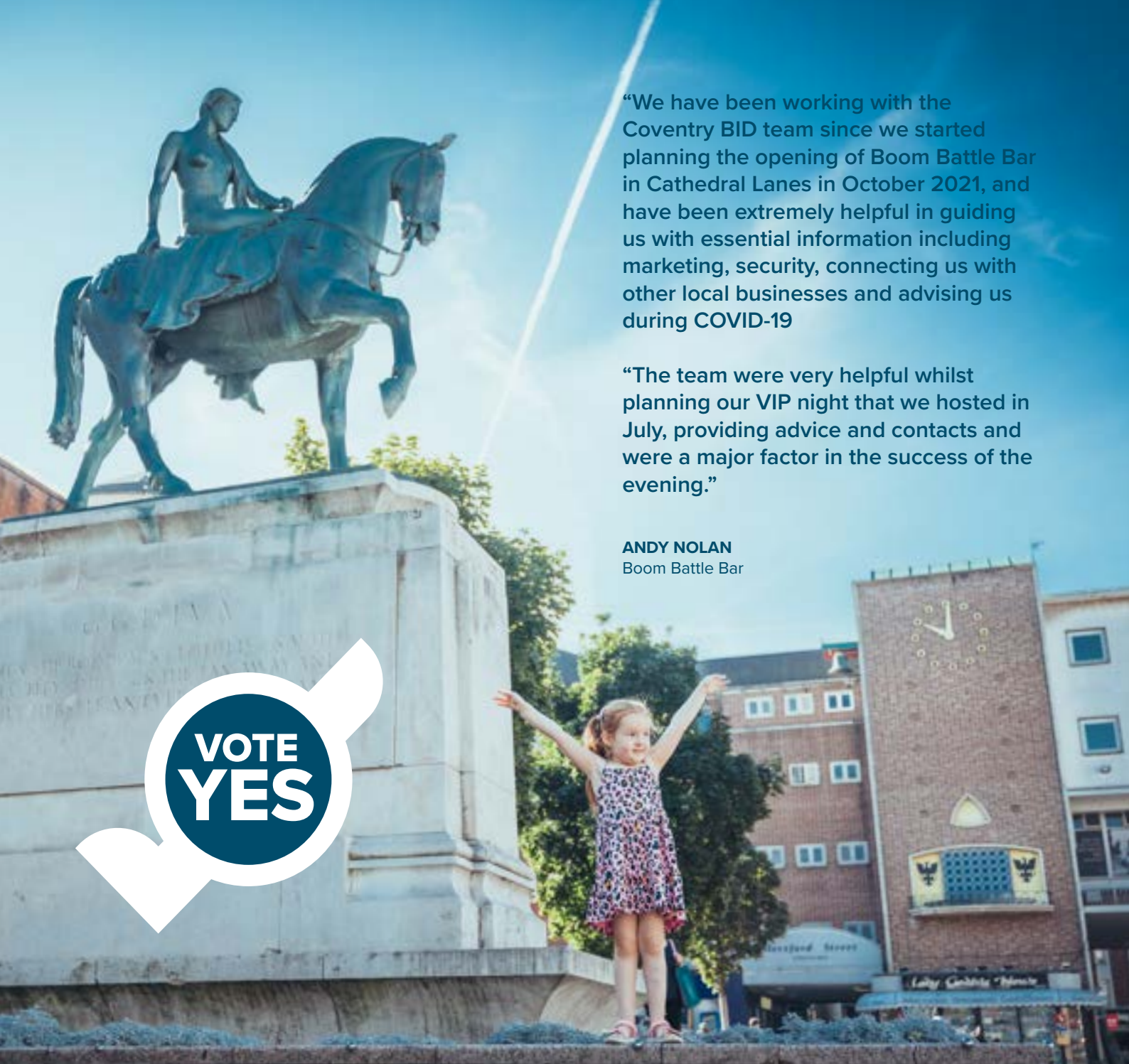
## WHAT CHOICES DO I GET ON THE BALLOT PAPER?

There are just two choices – vote Yes to continue to support Coventry BID for another 5-year term or No to cease the services and support from Coventry BID. There are no third parties to vote for, it is a simple Yes/No vote.

## WHAT DOES THE BID NEED TO BE SUCCESSFUL IN THE BALLOT?

There are two measures that the ballot needs to meet; a simple majority of those that vote, voting 'Yes', and a simple majority of the rateable value of the eligible businesses in the BID area voting 'Yes'.

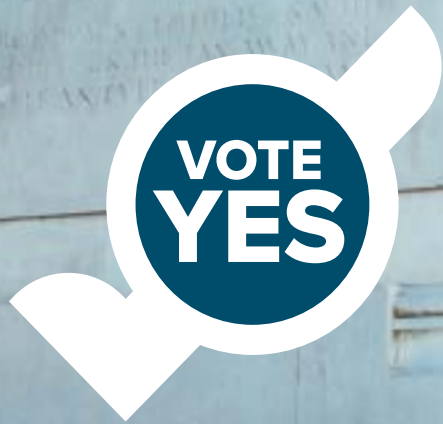




“We have been working with the Coventry BID team since we started planning the opening of Boom Battle Bar in Cathedral Lanes in October 2021, and have been extremely helpful in guiding us with essential information including marketing, security, connecting us with other local businesses and advising us during COVID-19

“The team were very helpful whilst planning our VIP night that we hosted in July, providing advice and contacts and were a major factor in the success of the evening.”

**ANDY NOLAN**  
Boom Battle Bar



For more information please contact us at  
[lyndsay@coventrybid.co.uk](mailto:lyndsay@coventrybid.co.uk)  
**02477 103 305**

Management Suite, Level 5, (blue corner) West Orchard Shopping Centre, CV1 1QX



**COVENTRYBID.CO.UK**