

British BIDs

- British “BIDs”
- Differences between US & British BIDs
- Context (Historic, Political, Economic)
- BID Legislation
- Coventry’s Example
- Closing Remarks



TCMs to Pilot BIDs

- In Britain Town Centre Management organizations or TCMs are locally funded organizations that typically provide clean and safe activities for the a town's city center
- Most TCM's are funded almost entirely from the local government
- The Benefit of BIDs in Britain:
 - "BIDs provide sustainable funding for an agreed period of time. There is no "freeloading" - those who vote have a voice, pay the levy and will benefit. It is a transparent, clear and democratic process. It allows self-management and self-funding with no red tape or bureaucracy. It provides practical services to ensure a clean, safe, well marketed, attractive environment. In the long term it will deliver significant economic and quality of life benefits." – Association of Town Centre Management (ATCM)

British Pilot BIDs

- Current legislation will allow for the creation of Business Improvement Districts (BIDs) in select British Cities and Towns (2004)
- 22 British TCMs have been chosen to be part of the PILOT BID program
- An additional 5 are part of a
- London based "Circle Initiative" to begin the BID process.
- Funding Differences:
 - Assessments:
 - owner based in US vs.
 - tenant based in Britain
- Because they are tenant based, retailer concerns are their first priority

Coventry, Warwickshire

Local Information

- Location: 1 ½ hours northwest of London
- Population: 300,000 people
- Experienced steady decline since the 1960s due to gradual deindustrialization
- A traditional manufacturing city which grew on the back of Jaguar and other automobile related industries
- Efforts underway to diversify the city's employment base – high tech initiative
- PHOENIX INITIATIVE:
 - Effort to rebuild the built environment of the city centre, emphasizing streetscape and pedestrian orientation
- Currently engaged in the
 - largest physical revitalization campaign since the immediate post-war years

CV ONE Ltd. – Coventry

- In April 2002, CV One was created when Coventry City Centre and Coventry & Warwickshire Promotions (CWP) merged.

City Centre Company

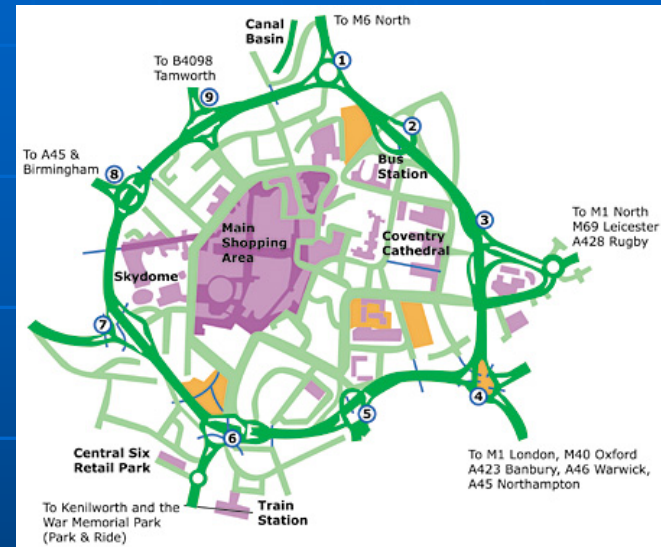
- City Centre Management
- Parking Management
- Environmental Maintenance
- Events
- City Centre Marketing
- Commercial Development

CWP

- Destination Marketing
- Tourism and Tourist Information
- Sales
- Events Programming
 - 18 events including a jazz festival and a Godiva festival
- Marketing
- Regional and National Image

CV ONE Ltd. – Coventry

- Independent private company
- Public / private sector board
- Not for profit
- £7.7 million operating budget
 - City Council £5.7 million
 - Commercial income £1.0 million
 - Grant Funding £0.8 million
 - Sponsorship/Other £0.13 million
- Operational role
 - 80+ staff



CV ONE Ltd. – Coventry

Six Strategic Priorities

- Understanding and addressing customer needs
- Achieving excellence through people
- Changing PERCEPTIONS
- Changing REALITY
- Generating sustainable funding
- Generating third party investment

CV ONE Ltd. – Coventry

Operational Responsibilities

- Customer service
 - Car parks
 - City centre
- Operations support
 - Cleansing & maintenance
 - CCTV monitoring
 - Crime Reduction Package
- Marketing & Promotions
- Commercial Development
- Project Liaison

CV ONE Ltd. – Coventry

Retail Membership (2002)

Level	Total Retail Establishments	Member Retail Establishments	Membership Cost per Year	% of Total Retail Establishments that are CV One Members
F	3	3	£ 6,700	100%
E	9	9	£2,500	100%
D	17	13	£1,000	76%
C	43	19	£540	44%
A&B	143	55	£333	39%
TOTAL	215	99		46%

CV ONE Ltd. – Coventry

Why Coventry's existing format is perfect for a transition to a BID

- CV One's autonomy is unique among British Pilot BIDs
- Value of membership attracts members
- Large membership percentage existing
- All large retailers are members
- In general there is a 'disincentive' not to belong to CV One – overcoming "Free Rider" problem
- Benefits are specific to members
 - Some of the services that CV One provides cannot be enjoyed by non-members (i.e. security provisions). Security provision through a CCTV system is the most important membership incentive.
- The pricing has been calculated to maximize the greatest number of members ~50%, predicting a successful BID vote in the future.
- Government support has been crucial.
- CV One is a not-for-profit, unlike other public TCMs.
- The company is already delivering benefits to stakeholders of the type that a BID will need to deliver

Lighting Fixtures, right?

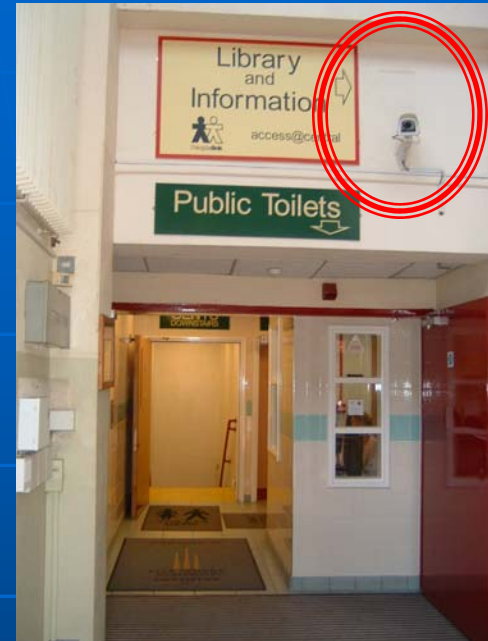


Right?



Security and CCTV

- 400 Camera's stationed throughout city centre
- 24 hour monitoring
- Monitoring station has radio connection with member organizations
- CCTV viewers alert member organizations and police if suspicious activities are viewed
- Members have to sign
- Crime is mostly theft or drug related in Coventry
- Not much violent crime



Security Chain of Command

POLICE – overall accountability

- Public servants

Evening Ambassadors

- Early evening to morning
- Eyes and Ears
- Customer Service

Customer Service

- Uniformed CV One Employees

Street Crime Warden (Nationally Funded)

- “Robust Role” – according to CV One
 - Will reduce the need for regular police
- Ability to hold suspect for up to 30 minutes

Concluding Thoughts

- British Pilot BID's fund most of their operations from the public sector
- The tenant assessment provides for a different set of objectives and responsibilities
- Primary impetus for forming a BID is escaping bureaucracy and achieving sustainable funding and administration
- Coventry is the model for BID's in Britain
- Most Pilot-BID's are not private non-profit companies like CV One