

Appendix 7

Free Benefits Available to BID Levy Payers

Note. Many of these benefits are sector specific. Promotional benefits may be limited by availability of promotional space at peak times.

Security

CCTV Cameras and the Control Room

- Access to the Control Room staff by radio or telephone to report specific issues/incidents, or to call for assistance (CV One staff; Street Crime Wardens; Police).
- Many new cameras have been installed in recent years, but further new cameras may be installed to tackle specific issues affecting individual businesses, or groups of businesses, in a particular area. This will depend on costs, feasibility, resources and proven need.

Radio Links

- Retailers may have free radios, subject to a £175 pa minimum levy paid. The radios will give them access to the Control Room and to other retailers.
- Pubs, clubs and bars will have automatic membership of the Pub Watch Scheme, which includes provision of a radio, subject again to a minimum levy of £175pa. (This rate has actually been reduced from the £200 minimum in current 2005-8 BID to maximise participation)

Offender Information and Exclusion Orders

- CV One operates a fully data protected system of information provision on regular offenders. Schemes are available for both the retail and evening economies
- Regular offenders are also excluded from the premises of those businesses registered as being in our schemes. They are committing an offence if they enter excluded premises and may be subject to higher penalties after any offences committed on such premises

Cleanliness

Maintenance Team

- Members can contact the Control Room to report graffiti, fly posting, accumulations of litter, broken street furniture etc. adjacent to their premises, or anywhere in the city centre. Our Maintenance team and/or our cleansing contractors will seek to correct the issues rapidly – generally within 24 hours

Deep Cleansing of Hard Surfaces

- The current BID has allowed the purchase of a highly efficient, one-man operated deep cleansing machine. This will be used routinely to cleanse areas of the city centre on a rota basis. If levy payers report particular issues adjacent to their premises, CV One will seek to include a deep cleansing of the area as soon as possible into the rota.

Advertising and Promotion

Editorial Comments in Newsletters and Magazines

- The BID will distribute direct to over 100,000 households a high quality lifestyle magazine promoting the city centre. Members can request inclusion of articles promoting their businesses, their areas, their special events, or their business sectors in those newsletters. (Businesses may also purchase adverts adjacent to such editorial items at an advantageous rate.)

Advertising Campaigns

- Inclusion of specific brands / outlets may be possible as part of general or seasonal advertising campaigns.

PR

- CV One's professional PR department will use every opportunity to promote city centre businesses in its press releases. Where individual businesses, or groups of businesses, have a newsworthy item, CV One will issue an appropriate press release

Leafletting

- CV One manages the city centre precinct and in doing so operates a charging scheme for businesses to leaflet members of the public in the precinct area. Levy payers will be able to leaflet in the city centre twice per annum, free of charge (the normal rate in 2007 is £70 per day)–subject to availability of slots and suitability of the material being leafleted and the manner of its distribution. Specific agreements may be reached with individual businesses to increase the numbers of such opportunities. This benefit will be kept subject to review, since widespread and frequent leafletting would detract from the attractiveness of the city centre for visitors. Businesses wishing to access this benefit must discuss it with CV One (024 7683 4734), who will book them into the City Centre Events Diary.
- Where businesses also add to the vibrancy of the city centre as part of the process (such as with high quality entertainment), they may be allowed more space / exposure

Car Parking

Whilst CV One manages most of the city centre car parks, the charges are set by the Council and the revenue goes to them. CV One will continue to lobby the Council about the level of car parking prices in an effort to keep them as low as possible. We are not in a position to offer members special benefits in terms of the cost, or availability of car parking. We are aware however that availability of spaces adjacent to businesses may be an issue for the clients of certain business sectors. We can therefore provide businesses with up to date information on the availability of spaces in car parks via our control room through telephone or radio contact.